

MEMBERSHIP DEVELOPMENT COUNCIL
ASABE Annual International Meeting
Pittsburgh, PA – June 20 & June 24, 2010

Minutes

June 20, 2010

Grace Danao, presiding

MDC Members: Grace Danao, Sonia Maassel Jacobsen, Gary Seibel, Richard Cavaletto, Keith Tinsey, Klein Ileleji, Chad Yagow, Ann Kenimer, Shannon Brockmann, Brian Gelder and Mark Crossley

Guests: Ron Yoder, Ron McAllister, Darrin Drollinger and Dolores Landeck

The meeting was called to order at 1:35 p.m., introductions of attendees were made and the agenda was reviewed.

Confirmation of Quorum Present

There was not a quorum present, so all voting is deferred until Thursday's meeting including approval of the 11/18/09 conference call minutes and email ballots.

ASABE Executive Director Update

It was announced that longtime ASABE member Darrin Drollinger accepted the position and was approved by the Board of Trustees (BOT).

2010 ASABE Strategic Planning Update

Attachment A was reviewed and presented as an update towards addressing strategies and metrics for the 2010 threats and opportunities previously set forth by the BOT.

Budget Overview

2010: Forecast is currently at a \$5,700 deficit primarily due to a decrease in dues revenue; *Member Roster* sales; and Annual International Meeting registration and exhibit income. Consequently, site license revenue is up and AIM expenses are down.

The Meetings Council is considering doing away with exhibitors at the 2011 AIM, as we currently lose money by having them (\$18,000 alone this year). They're also discussing eliminating bags for the AIM.

2011: Next year's budget is a work in progress and will be set by year's end.

Reports from ASABE Leadership

Current president Ron Yoder and president-elect Ron McAllister thanked the MDC for their efforts over the last year. They then introduced Darrin Drollinger who said a few words. Ron McAllister then spoke about his "Just One" member campaign for the next year.

E-Week 2010

Gary Seibel and Dolores Landeck highlighted E-Week activities ASABE was involved with including the New Faces of Engineering campaign; Future City Competition; and Family Day. All were very successful endeavors.

Plans are underway for ASABE to be a major sponsor in 2011 as well.

Presentation of Leadership Citations

Grace Danao presented Gary Seibel with a Leadership Citation (engraved pen set) for his organization of the Family Day activity during E-Week in Washington, DC.

Standards Access

In an effort to generate additional income and reduce expenses for the standards program, the Standards Council has researched the impact of eliminating free access to standards for members. They conducted a survey of the membership and presented those findings to the BOT (Attachment B). The Standards Council further balloted and supported the following items:

1. Eliminate the membership benefit of free online standards access.
2. Achieve "realized value" of ASABE standards by aggressively adjusting the member discount.
3. Aggressively continue the development of the SPC database as a new source of CSP revenue.
4. Eliminate hard copy of the Standards book for 2012

After much discussion, the MDC felt they could support 2 – 4, but not 1 without seeing further financial impact data. Also, eliminating this major benefit and implementing a potential dues increase within the next few years would send the wrong message. The Standards and MDC council chairs along with respective staff members will meet further this week on a report to the BOT on this issue for their Thursday meeting. Discussion will continue at the Thursday MDC meeting.

Inactive Sections Discussion

With a number of sections not active, efforts to encourage reactivation were discussed. It was agreed that there has to be a need for local activities and the local leadership to make those activities happen.

With no further business before the MDC, the meeting concluded.

Membership Development Council Meeting

June 24, 2010

Sonia Maassel Jacobsen, presiding

MDC Members: Sonia Maassel Jacobsen (proxy for Grace Danao), Chad Yagow, Gary Seibel, Randy Raper, Richard Cavaletto, Keith Tinsey, Derek Whitelock, Mike Hirschi (ED-204 proxy), Michelle Mayer (IPC proxy), Naomi Uhlenhake (YPC proxy) and Mark Crossley

Guests: Roger Hoy and Terry Howell

The meeting was called to order at 8:00 a.m. and introductions of attendees were made.

Confirmation of Quorum Present

A quorum was present.

Agenda Items Deferred from Sunday's Meeting

With a quorum present, the following actions from the Sunday meeting took place:

Approval of Minutes: After review of the minutes from the 11/18/09 conference call meeting (Attachment C), the following motion was made:

Motion: To approve the minutes from the meeting as written. Seconded and passed.

Confirmation of E-Mail Ballots (Attachment D):

Motion: To confirm the ballots to approve the ASABE-CSAM Memorandum of Understanding; and to approve the creation of the James R. and Karen A. Gilley Academic Leadership Award. Seconded and passed.

2011 Budget Requests

From ED-204 Engineering and Technology Accreditation: \$6,300 to support ABET accreditation activities. Please see report for further details. (Attachment E)

Motion: To support ABET accreditation involvement at a cost of \$6,300 for 2011. Seconded and passed.

From ED-414 Engineering Licensure: \$10,000 to support exam development activities and attend NCEES/POLC meetings. (Attachment E)

Motion: To support engineering licensure activities at the \$10,000 level for 2011. Seconded and passed.

From the Professional Engineering Institute (PEI) and ED-414: \$4,000 to support the Ag PE Exam Incentive Program for 2011. (Attachment E)

Motion: The MDC supports the request for \$4,000 in funding to repeat the Ag PE Exam Incentive Program for 2011. Seconded and passed.

From ED-412 Professional Ethics and ED-01 Education Division Executive/Steering: Up to \$1,500 to purchase and initial supply of rings and certificates for ASABE to become a link of Order of the Engineer. (Attachment F)

Motion: To support funding for ASABE to become a link of Order of the Engineer. Seconded and passed.

2011 Strategic Planning

Attachment G was reviewed and the MDC was asked for feedback on strategies and metrics to address 2011 strategic opportunities in the coming months. Discussion on this topic will continue by e-mail throughout the remainder of the summer and early fall.

Public Policy Initiative Update

We've finalized and signed an agreement with the American Institute of Medical and Biological Engineering (AIMBE). They will represent our interests and will work on position statements and collaboration with other organizations and government agencies in alignment with ASABE strategic goals. E-07 Issues Management Committee will take the lead on this effort with Dolores Landeck as the staff contact.

PE Exams Update

Ag PE Exam: PEI and ASABE have partnered to provide an incentive to candidates by reimbursing October 2010 exam registration fees up to \$300. This program is aimed at getting more first-time takers of the PE exam to take the AG PE exam this fall. To date, we have 30 members signed up for the incentive with two additional on the waiting list in case some drop out. A challenge to raise additional funds for this program was extended to all PEI members with hopes of making this offer available for 2011 exams as well. As indicated above, the same funding levels have been proposed for 2011. Parts of the new study guide have been posted online and the Webinars continue as well.

BE PE Exam: Ron Yoder and Mark Crossley continue to be an active part of the BE PE Exam Consortium. Progress continues with the organizations involved in the consortium (AIChE, BMES, ASME, IEEE and ASABE) towards the possible creation of the BE PE exam in 2016 at the earliest. The group is struggling with what to name the exam to best capture 'biological' and 'biomedical' interests. The group also feels it's important to conduct a PAKS before committing to proceed with an exam development.

Definitions of Agricultural & Biological Engineering

Attachment H outlines BOT approved definitions of agricultural engineering and biological engineering so ASABE can be uniform in the definitions we use going forward. These were available for feedback from the membership at the BOT booth in the Exhibit Hall during the meeting.

MDC Vice Chair Nomination

Gary Seibel expressed interest in serving as MDC vice chair through the 2011 meeting and then moving to the chair position through the 2013 meeting. There were no further nominations from the floor.

Motion: To accept Gary Seibel as vice chair of the MDC through 2011. Seconded and passed.

Standards Access Continued

After meeting with the Standards Council, a presentation was developed (Attachment I) and will be presented to the BOT, which outlines the thoughts of the MDC on this issue. After further discussion, the following position statement in the form of a motion was brought forth:

Motion: General consensus by the MDC on eliminating free access to standards by the membership could not be met. Further information on financial impact data and alternative ways to address access issues is needed. The MDC does support eliminating hard copy of the Standards Book. Seconded and passed.

Reports for Information

The following reports were distributed or will be sent to the group for information:

- District 3 (Attachment J)
- CSBE-SCGAB (Attachment K)
- Headquarters Report (Attachment L)

Recognition of Outgoing Council Members

Sonia expressed her gratitude to those members whose terms concluded at this meeting and thanked them for their service.

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

Motion: To adjourn the meeting at 9:45 a.m. Seconded and passed.