

# Charting a Course for Growth



I am happy to share with you this annual report of our Society. ASABE is moving forward toward its goals and is financially stable while making substantial investments in our future infrastructure. See page 4 for financial details.

During my presidency, I have been focused on methods and processes that will lead to future growth and more engagement with members and external partners. These activities have been aligned with our society goals in every step. And, this year we continue to make our society stronger in many ways.

Moving forward with growth opportunities identified in member research conducted by McKinley Advisors in 2018, I appointed an ad hoc committee, chaired by President-Elect Sue Nokes, whose purpose was to identify actions that will increase value to members and advance the goals of the Society.

The committee agreed on an initial focus area of providing value for industry members at the 2019 annual international meeting. We hope to achieve this by highlighting and promoting technical sessions of more interest to industry, and by holding a speed-networking mentoring session.

The committee also agreed that further, in-depth insight into industry member needs would be very beneficial, so we again contracted with McKinley Advisors, who gathered research from focus groups and person-on-the-street interviews among attendees at the 2019 Agricultural Equipment Technology Conference. Their findings yielded a number of short- and long-term recommendations for providing better service to our industry members. The committee will be evaluating these for implementation.

After considerable planning and investment, the new [asabe.org](http://asabe.org) launched successfully in June 2018, offering tools, content, and pathways designed to enhance the user experience and providing flexibility as needs

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evolve. A simultaneous upgrade to the membership database has allowed better content management and data tracking. We thank the whole development team for a very smooth launch.

E-05, External Marketing & Communications committee, initialized a project to increase ASABE's social media presence with the addition of a part-time position augmenting headquarters' efforts on strategizing and utilizing social media. Additional support for the Society's overall digital capacity and growth will come from a newly established subcommittee within E-05. The subcommittee, E-05/3, will have advisory oversight of strategy, infrastructure, and social media.

Among other work underway by the Board of Trustees:

- Establishment of a Board-appointed standing committee that will evaluate society key metrics, benchmark with other societies for similar metrics, and recommend changes as needs evolve.
- Development and implementation of long-term anti-harassment policies and procedures that create a more inclusive environment to support a diverse and thriving membership.
- An effort to increase the Society's impact by collaborating with other organizations with shared interests; the Institute for Biological Engineering and IEEE are examples of organizations with whom outreach is being conducted.

A handwritten signature in dark ink, reading "Maury Salz".

Maury V. Salz  
ASABE President, 2018-2019

## Publications

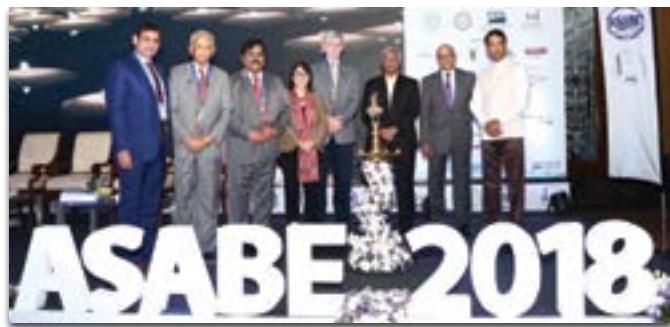


ASABE's new editor in chief for journals, Garey Fox, began his term in January 2019 and immediately laid out a vision for ASABE refereed publications, beginning with the launch of the "Submit One" program for academic institutions. We now have web pages for each of our journals. These pages contain specific information about the journals, including upcoming collections, frequently cited articles, recent articles, statistics, and links to related pages.

The restructured P-511 Journal Editorial Board has renamed and added content categories for our publications, which now include Frontier, Perspective, Research, and Review articles, along with Research Briefs. Editorials will also be published in each journal.

We are partnering with Publons to provide an independent, verified record of each reviewer's activity, which can be invaluable to reviewers for tenure and promotion. More than 480 ASABE reviewers are using Publons, generating more than 1,100 ASABE reviews. A recent switch to the new Publons Reviewer Connect, a reviewer search tool, should reduce the effort in identifying reviewers.

*Transactions of the ASABE* and *Applied Engineering in Agriculture* are now publishing many journal articles online as soon as they are in final form, prior to the print edition. We also continue to post accepted manuscripts online (as "in press"), which makes the manuscript content searchable and citable prior to publication. Both processes are especially helpful in



*In the second of ASABE's Global Initiative events, the Society sponsored the Global Water Security Conference, in October 2018, in Hyderabad, India. Graciously co-hosted by the Indian Society of Agricultural Engineering, the event drew 300 attendees from around the world. Planning for the next event, which will be located in Costa Rica and focus on energy security, is underway.*

### Manuscript Review Practices Exceed Goals

The average number of days to first decision over a recent six-month evaluation was 54 days, exceeding our best-practices goal of 63 days. In addition, record lows for peer-review benchmarks, all 12-month averages, have been set by since the last report:

- Average reviewer turnaround for original manuscripts is 22.1 days (set on 10/21/18). Best-practices goal is 28.
- Average turnaround for revisions is 17.7 days (set on 4/8/19). Best-practices goal is 28.
- Average time to assign reviewers for original manuscripts is 10.2 days (set on 10/8/2018). Best-practices goal is 7.

accelerating exposure for manuscripts in collections, which would otherwise wait for traditional publication. These changes increase the opportunity for citation within the impact-factor time window. Our most recent impact factor for *Transactions of the ASABE* has increased for the fourth year in a row and now stands at 1.118.



Several special issues of *Resource* magazine were produced over the past year, including a well-received issue focusing on "Women of ASABE." Published in March 2019, this first-of-its kind issue comprised articles written by and about women in the agricultural and biological engineering profession.

Another special publication was the September/October "Discover" issue of *Resource*, which promotes the profession to prospective

### Meetings & Conferences

- The 2018 Annual International Meeting welcomed more than 1,700 registered attendees.
- The 2019 annual meeting received more than 1,900 abstract submissions, including invited presentations, a record number.
- The Global Water Security Conference was held in Hyderabad, India (see photo at left)
- A new host facility for the 2019 Agricultural Engineering & Technology Conference was warmly welcomed. The Omni Louisville Hotel is state of the art and we will be heading back there for the 2021 conference.
- The 10th ILES was held September 2018, in Omaha Nebraska, with 175 in attendance.

### Member Value Research Findings and Next Steps

The following outlines some of the key findings from the electronic survey and member/non-member telephone interviews from the project conducted during the summer of 2018.

- 70% of members are satisfied with ASABE, which is comparable to other scientific/engineering societies.
- 88% of members are likely or very likely to renew their membership; 64% of members pay their own dues while 29% indicated that their employer pays their dues.
- 73% of members felt the value they receive from ASABE membership is equal or greater than the cost.
- 82% find ASABE to be a trusted source of information.
- 78% feel ASABE fosters/builds community; 68% feel ASABE is great for networking; 65% feel ASABE represents the breadth of the profession.
- Overall, 84% indicated if given the opportunity, they would choose to work in their chosen field again; 80% feel they are equipped to address the challenges they face; and 78% are optimistic about the future of the profession.

Research provided respondents an opportunity to identify what benefits they value most and what they would like to see in the future. Members identified that access to a network of professionals, standards development, source of news related to the profession, career advancement, and attending meetings/conferences were important for them to join and maintain membership. Members identified access to the online Technical Library, standards development, ASABE committees, peer-reviewed journals, and *Resource* magazine were the most important or valued benefits of membership.

Based on the research conducted, the top three opportunities or the greatest priorities for improvement within ASABE member services are enhancements to the Technical Library, standards, and committees. In addition, members identified areas where some improvement is possible, including communicating ASABE's impact by highlighting impact stories, leveraging strengths and filling gaps to strengthen the membership pipeline, and cementing ASABE's position as a thought leader.

students. Published every third year, this special career issue includes first-person accounts of internships and study-abroad experiences, describes up-to-date career possibilities, and lists the universities and colleges that offer relevant degree programs. The November/December issue presented the stories behind 21 new ag tech startup companies that reflect the wide variety of technology being applied in agriculture.

## Membership

ASABE leadership always does its very best to manage the Society in a fiscally responsible manner. Nevertheless, it occasionally becomes necessary to increase member dues. Such was the case after the Board completed a 2018 review of dues and concluded that, after five years of unchanged rates, a 13.4% increase was necessary across all dues categories except undergraduate and graduate students. Dues were last increased five years prior. The changes were implemented for dues year 2019.

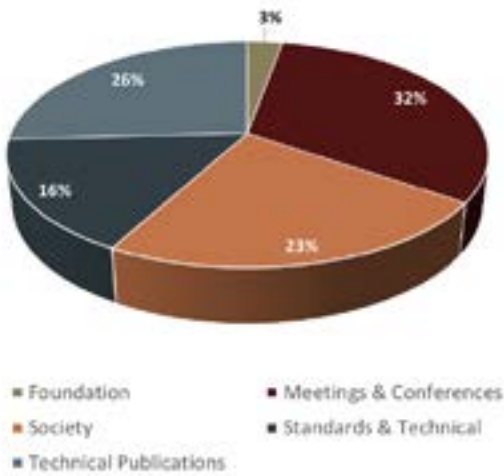
Alongside the dues increase was an acknowledgment of the contributions of long-time members, and as a way to recognize and retain their participation in the Society, a new membership category, Emeritus, was created. Members become eligible when they reach age 65 and years of membership are at or above 35. At the time of this writing, 630 of 752 eligible members have taken advantage of the new Emeritus member category.

## Standards

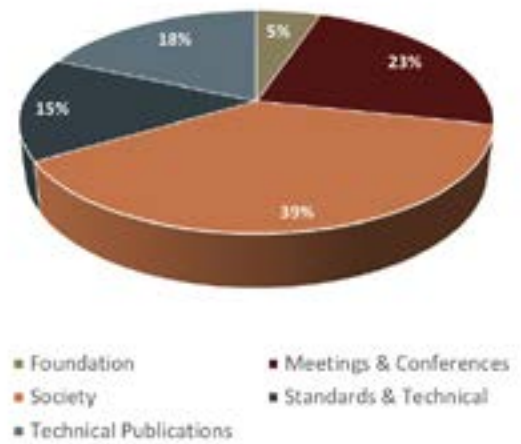
ASABE's standards program continues to thrive, thanks to the dedicated efforts of committee members and the longstanding support of industry partners. The committee work is powered by more than 2,000 volunteer positions. The 2019 ASABE Standards CD includes 275 standards, with 58 standards projects in the queue. In comparison, fifteen years ago, the 2004 Standards collection comprised 217 standards. Additionally, ASABE has nationally adopted 57 ISO standards as American National Standards; in 2004 there were four such national adoptions. In the U.S., the right to nationally adopt ISO standards is granted to the organization who administers the U.S. position for a specific ISO Technical Committee or Subcommittee. ASABE currently has responsibility for fourteen ISO committees; in 2004 we administered only two.



REVENUE - December 31, 2018



EXPENSES - December 31, 2018



## STATEMENT OF FINANCIAL POSITION

December 31, 2018 and 2017

	2018	2017
<b>ASSETS</b>		
Cash .....	\$1,713,917	\$1,752,757
Accounts Receivable .....	\$63,972	\$16,645
Prepaid expenses .....	\$30,972	\$4,259
Book Inventory .....	\$83,924	\$88,397
Due from (to) inter-fund (special projects) .....	\$0	\$25,846
Due from (to) inter-fund (other) .....	(\$6,917)	(\$11,679)
Property & Equipment .....	\$284,386	\$257,404
(At cost, less accumulated depreciation)		
2018 - \$1,201,434		
2017 - \$1,165,537		
<b>Total Assets .....</b>	<b>\$2,170,254</b>	<b>\$2,133,629</b>
<b>LIABILITIES AND FUND BALANCE</b>		
Accounts Payable & Accrued Expenses .....	\$468,508	\$439,079
Unearned Revenue: Dues & Sales .....	\$945,366	\$938,170
Fund Balance .....	\$756,380	\$756,380
<b>Total Liabilities and Fund Balance .....</b>	<b>\$2,170,254</b>	<b>\$2,133,629</b>
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<b>RESTRICTED RESERVE BALANCE .....</b>	<b>\$1,890,919</b>	<b>\$2,436,479</b>
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<b>REVENUE .....</b>	<b>\$3,616,046</b>	<b>\$3,429,869</b>
<b>EXPENSES .....</b>	<b>\$3,609,129</b>	<b>\$3,418,190</b>
<b>SURPLUS .....</b>	<b>\$6,917</b>	<b>\$11,679</b>

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