

ENTOMOLOGICAL SOCIETY OF AMERICA

Governing Board Meeting Minutes November 12 and 16, 2011 Atlantis Hotel Reno, Nevada

PARTICIPANTS

Ernest Delfosse, President
Grayson Brown, Vice President
Robert Wiedenmann, Vice President-Elect
David Hogg, Past President
Ricardo Bessin, Treasurer
Douglas Pfeiffer, Eastern Branch Representative
Bart Drees, Southwestern Branch Representative
John Heraty, Systematics, Evolution and Biodiversity Section Representative
Robert Peterson, Plant-Insect Ecosystems Section Representative
Melody Keena, Physiology, Biochemistry, and Toxicology Section Representative
Tim Lysyk, Medical, Urban and Veterinary Entomology Section Representative
Michael Parrella, Pacific Branch Representative
Susan Weller, North Central Branch Representative
Nancy Hinkle, Southeastern Branch Representative
Wendy Johnson, Student Representative
Myron Zalucki, International Branch Representative (attended November 16 only)

Guests:

Andrew Norton, 2011 Program Committee Co-chair
Paul Ode, 2011 Program Committee Co-chair
Laura Allen, CFA, Investment Advisor (conference call)

Staff:

C. David Gammel, Executive Director
Alan Kahan, Director of Publications and Communications
Neil Willoughby, Director of Finance
Debi Sutton, Director of Membership and Marketing

Saturday, November 12, 2011

1. **Call to Order** – The meeting was called to order at 8:00 am by President Delfosse, who welcomed participants and called for self-introductions.
2. **Review of Agenda** – The agenda was reviewed by Delfosse. The agenda was approved without modification.

Motion: Move to accept the agenda. Seconded. Yes 15 No 0 Abstain 0 Motion carries.
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3. **Approval of August Governing Board Minutes** – Minutes from the last Governing Board conference call meeting were accepted.

Motion: Move to accept the August Governing Board conference call meeting minutes.
Seconded.
Yes 15 No 0 Abstain 0
Motion carries.

4. **Ratify Executive Committee Minutes** – The 2011 minutes of the Executive Committee were ratified.

Motion: Move to ratify the 2011 minutes of the Executive Committee. Seconded.
Yes 15 No 0 Abstain 0
Motion carries.

5. **President's Report** – Delfosse gave his report to the Governing Board, which reviewed highlights of the Entomology 2011 Annual Meeting--which was about to commence--such as a mobile app, coffee service in the exhibit hall, and free Wi-Fi throughout the Convention Center, as well as items of interest from the past year. Delfosse reported that the Society continues to perform well in all major programs and has very strong financial reserves. The report reviewed activities at Branch meetings, strategic planning session at the summer Governing Board meeting, and a variety of program changes and additions for the 2011 Annual Meeting.
6. **Executive Director's Report** – Executive Director David Gammel gave his report to the Governing Board. Gammel discussed the strong registration for the 2011 Annual Meeting and some new additions the event. Gammel briefed the Governing Board on the transition from outsourced meeting management to in-house staffing for that function. Gammel reviewed the revised staff organization and plans for adapting ESA's current office space to accommodate the changes. Gammel reported on growth in the Certification program, new webinar offerings from ESA, and current trends in membership demographics. Finally, Gammel briefed the Governing Board on plans for 2012, including bidding to host the 2016 International Congress of Entomology and plans for Entomology 2012 in Knoxville, TN.
7. **Break** – The Governing Board adjourned without objection for a break at 9:21 a.m. The meeting reconvened at 9:34 a.m.
8. **Roles and Responsibilities** – The Governing Board discussed the roles and responsibilities of the Governing Board, Executive Committee, President, and Executive Director in the leadership and management of the Society. It was noted that the Executive Committee acts of behalf on the Board between board meetings, and may take actions without consulting the Board when the President and Executive Committee deems this necessary. The President will inform the Board of these actions. It was agreed that staffing and operational issues are in the domain of the Executive Director, although changes with significant financial, strategic, or risk aspects should be discussed with the Board. Further, it was agreed that Board members must raise questions or ask for points of clarification when briefed about pending decisions/actions of the President, Executive Committee, and/or Executive Director. The President will assume concurrence if no issues are raised.
9. **Endorsement of Staffing Plan** – The Governing Board voted unanimously to endorse the staffing plan put into effect by the Executive Director for 2012.
10. **Strategic Principles** – The strategic principles formulated at the 2011 Summer Meeting of the Governing Board were reviewed and discussed. Formal adoption of the principles was tabled without objection for consideration during the Wednesday meeting.
11. **Finance Committee Report** – Treasurer Ricardo Bessin reported on ESA's 2011 financial performance on behalf of the Finance Committee. ESA is performing according to the budget

plan for the year as of the end of September 2011. It was noted that the four-year comparison of financial performance is very valuable and should be continued in this process. Bessin reported that ESA's invested reserves are holding steady at approximately \$4.5 million while ESA currently holds an additional \$660 thousand in cash assets.

12. **Students and Young Professionals (SYP) Committee** – John Heraty briefed the Governing Board on SYP activities for the year and also brought a motion before the Governing Board from the Committee. The motion directs ESA to set aside \$60 thousand for 2012 to support student and young professional travel to the 2012 International Congress of Entomology in South Korea. After general discussion the motion passed unanimously.

Motion: Move that ESA allocate a total of \$60K for 2012 to supporting travel and registration for SYP, including Assistant Professors, to the 2012 International Congress of Entomology in Daegu, Korea, using half of the allocated SYP funds (\$20K) and a combination of NSF award or ESA reserve funds. Yes 15 No 0 Abstain 0 Motion carries.
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13. **Break** – The Governing Board adjourned without objection for a break at 10:59 a.m. The meeting reconvened at 11:19 a.m.

14. **2012 Budget** – Treasurer Bessin presented the proposed 2012 budget to the Governing Board on behalf of the Finance Committee. Bessin invited Gammel to provide a brief introduction to the budget. Gammel noted that the investments from cash reserves for 2012 are intended to support the strategic initiatives of the Society and facilitate transitions in the staff structure, and support some unanticipated expenses related to the 2012 Annual Meeting. Gammel said that the planned investment from cash reserves would be lower than initial estimates due to recently renegotiated agreements related to meetings management.

Bessin briefed the Governing Board on the Finance Committee's recommendations for increasing revenue in 2012. These include an increase in the early-bird registration rates for the Annual Meeting, a 1.4% dues increase for 2013, increasing print subscription fees for members over time, and increasing PDF open access charges to the equivalent of 100 reprints. Bessin noted that these increases will help ESA offset increasing operational costs and better match market rates for similar organizations and services.

General discussion ensued on various elements of the proposed changes. There was also discussion of when and how Section fund allocations are calculated.

It was noted that the investments from reserves in 2012 should be assessed for impact and return on investment in future years.

Bessin continued to review the major program areas in terms of revenue and/or expenses for the Society during a working lunch. An issue was raised about Teaching Awards not being awarded to academic teachers. This issue was remanded to the Awards Committee.

Further discussion of the 2012 Budget was tabled to take up the next agenda item.

15. **Diversity Award Proposal** – Melody Keena briefed the Governing Board on the proposed Diversity Award developed by the Committee on Honors and Awards in fulfillment of a charge from President Delfosse. General discussion ensued about the proposal, including funding, how to define diversity, amount of award, and other questions. The motion to create the award failed.

Motion: The Committee on Honors and Awards moves to create a new annual award funded by ESA titled the ESA Diversity Award with the eligibility, nomination, and assessment criteria found in the attached document. Seconded.
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Yes 1 No 12 Abstain 2
Motion fails.

16. **2012 Budget Continued** – Discussion of the 2012 budget resumed with Bessin reviewing the remaining major budget departments. It was noted that the journals still perform well financially except for the *Journal of Integrated Pest Management* and *American Entomologist*. Discussion continued about these two publications and how to better support their growth and financial performance. Costs related to webinars, website hosting, and the new version of the *Turf Handbook* were also discussed.

Further discussion of the budget was deferred until the next meeting on Wednesday, November 16.

17. **Executive Session** – The Governing Board moved to go into executive session with unanimous approval at approximately 1 p.m. The executive session ended at 1:25 p.m.
18. **Annual Meeting Site Selection Criteria** – Gammel shared proposed criteria for selecting host cities for ESA's Annual Meeting. Governing Board members will provide their feedback on the criteria directly to Gammel.

19. **Consent Agenda: Branch and Section Reports** – The Governing Board unanimously accepted final Branch and Section reports for 2011. The submitted reports were:

- a. Eastern Branch
- b. International Branch
- c. North Central Branch
- d. Pacific Branch
- e. Southeastern Branch
- f. Southwestern Branch
- g. MUVE Section
- h. PBT Section
- i. P-IE Section
- j. SysEB Section

Motion: Move to accept submitted Branch and Section reports. Seconded.
Yes 15 No 0 Abstain 0
Motion carries.

20. **Consent Agenda: Committee Reports** – Delfosse read a report from Limerick Committee. The Governing Board unanimously accepted all submitted reports from committees. The submitted committee reports were:

- a. 2011 World of Insects Calendar Committee Report
- b. Awards and Honors Committee Report
- c. International Affairs Committee Report
- d. Education and Outreach Committee Report
- e. Student Affairs Committee Report
- f. Membership Committee Report
- g. YouTube Committee Report
- h. Limerick Committee Report
- i. Common Names Committee Report
- j. Publications Council Report

Motion: Move to accept submitted Committee reports. Seconded.
Yes 15 No 0 Abstain 0
Motion carries.

- a. **Consent Agenda: Committee Motions** – The Governing Board unanimously approved the submitted motions from committees in this consent agenda. The motions were:

Motion: Move to approve the following individuals for ESA Emeritus Membership status: Dr. Nancy Beckage; Dr. Lawrent L. Buschman; Dr. Bill C. Clymer, BCE Retired; Dr. Kevin A. Shufan.

Motion: Move to continue to support the ESA Career Center program in the interest of promoting the science of entomology, and to periodically evaluate how the program is succeeding and helping ESA achieve its mission.

Seconded.

Yes 15 No 0 Abstain 0

Motion carries.

21. **Adjournment** – The meeting was adjourned with unanimous approval at 2:07 p.m.

Wednesday November 16, 2011

22. **Reconvene** – The meeting was reconvened by Delfosse at 8:06 a.m. on Wednesday November 16, 2011. Myron Zalucki joined the meeting.

23. **2011 Program Committee Report** – 2011 Program Committee Co-Chairs Andrew Norton and Paul Ode presented a report to the Governing Board on the 2011 Annual Meeting. See slides attached to these minutes for details of that presentation. The final report on the 2011 Annual Meeting will be posted online once complete.

24. **Investment Advisor Report** – ESA's investment advisor, Laura Allen, CFA, provided a report on the performance of ESA's reserve investments. ESA's investments have generally followed market performance, and have hovered around break even on the year as of this report. No changes to investment strategy were recommended.

25. **Common Names Committee Motions** – The Governing Board considered two motions from the Common Names Committee. One motion submitted new common names for approval. The second motion asked for approval to adopt the common names approved by other related organizations if specific criteria are met. Both motions passed unanimously.

Motion: Move that the following common names recommended by the Committee on Common Names of Insects be approved by the ESA Governing Board. Seconded.

Yes 16 No 0 Abstain 0

Motion carries.

Motion: Move that the following section concerning the acceptance of common names developed and promoted by some scientific societies and professional organizations be inserted into the *Use and Submission of Common Names*, following the section related to *Rules and Guidelines for Proposing a Common Name* (<http://www.entsoc.org/use-and-submission-common-names>):

Consideration of Groups of Common Names in Use by Scientific Societies and Entomology-related Organizations

Common names involving North American insects and related arthropods have been developed and promoted by some scientific societies and professional organizations. To promote better coordination of common names related to North American arthropods, under certain conditions groups of names used by these organizations may be considered for acceptance by the Common Names Committee and incorporated into the

Common Names of Insects Database.

Proposals to consider groups of common names should initially be developed in coordination of the board of the society/organization and at least one member of the current Common Names Committee. Suitable group submissions can be made without the requirement of individual proposal forms developed for each proposed common name. However, any proposed list of names for formal review in this type of submission should be in accordance with the following guidelines:

1. Scientific names are confirmed to be correct according to the latest accepted taxonomy;
2. The names proposed had been agreed upon by a scientific society or professional organization related to entomology that has a formalized process for establishing common names;
3. There is general consensus among workers associated with the taxa that the names are acceptable (e.g., competing common names are not in wide use);
4. Names do not duplicate existing common names in the ESA database;
5. Where an existing ESA formalized common name exists that is different from that developed by the outside society, then the name for that species must be included in an individual proposal for consideration by the CN committee;
6. Proposals involving groups of common names will be considered and processed along the Committee Procedures guidelines posted at the Entomological Society of America web site (<http://www.entsoc.org/use-and-submission-common-names>). Each name within a group submission will receive an individual vote by the Common Names committee.

Seconded.

Yes 16 No 0 Abstain 0

Motion carries.

26. **International Congress of Entomology Organizing Committee Report** – Vice President Grayson Brown reviewed progress to date on developing a bid for ESA to host the 2016 International Congress of Entomology in conjunction with the 2106 ESA Annual Meeting. The Committee has selected Orlando, Florida, as the host city and is planning on an estimated attendance of 6,000 if the Congress is awarded to ESA.

27. **2012 Budget** – Discussion of the 2012 budget resumed. Based on revisions to the budget due to a recently renegotiated contract and a motion passed on SYP funding, the anticipated investments from reserves were reduced by about \$70,000 to approximately \$425,000.

After additional discussion on Section allocations, Treasurer Bessin indicated he will submit a cyber motion at year end to make final adjustments to 2012 Section allocations based on actual 2011 expenditures and membership totals for each Section.

It was moved and seconded to approve the 2012 budget as amended. The motion passed unanimously.

Motion: Move to approve the 2012 budget as amended. Seconded.

Yes 16 No 0 Abstain 0

Motion carries.

28. **Recognition of Outgoing Governing Board Members** – Delfosse recognized the outgoing members of the Governing Board who were completing their service to the Society on the Board. The entire Governing Board thanked and applauded the following for their service: John Heraty;

Dave Hogg; Melody Keena; and Susan Weller.

29. **Adjournment of 2011 Governing Board** – It was moved and seconded to adjourn the 2011 Governing Board. The motion passed unanimously and the meeting adjourned at 9:30 a.m.
30. **Convene and Welcome to the 2012 Governing Board** – Past President Delfosse introduced President Grayson Brown, who convened the first meeting of the 2012 Governing Board. Brown welcomed the following new members of the Governing Board: John Oswald, SysEB; Frank Zalom, Vice President Elect; Carol Anelli, PBT; and John Obrycki, North Central Branch.
31. **Election of Executive Committee Ad Hoc Members** – The Governing Board voted for two ad hoc members of the Executive Committee to serve for 2012. Bob Peterson and Tim Lysyk were elected via secret ballot.
32. **Appointment of 2012 ICE Organizing Committee** – It was moved and seconded to name Dr. Walter Leal and Dr. Alvin Simmons as co-chairs of the ESA ICE Organizing Committee. The motion passed unanimously.

Motion: Move to appoint Dr. Walter Leal and Dr. Alvin Simmons as co-chairs of the ESA ICE Organizing Committee. Seconded.
Yes 16 No 0 Abstain 0
Motion carries.

33. **Roles and Responsibilities** – Discussion on the roles and responsibilities of the Governing Board, Executive Committee, President and Executive Director resumed. Brown reviewed the main points from the prior conversation to bring the new Governing Board members up to speed. General discussion continued for a few minutes, including a comment that the Governing Board liaisons to the Sections and Branches should be invited to all Section and Branch business meetings.
34. **Strategic Principles** – The strategic principles were reviewed and discussed again and Brown identified his top priorities for 2012 based on those principles. Brown discussed the increased need for the International Affairs Committee to assist with important strategic objectives for the Society. It was then moved and seconded to formally adopt the strategic principles. After brief discussion the motion passed.

Motion: Move to adopt the following strategic principles:

ESA has a social responsibility to develop ALL of its members.

The science of entomology is global, therefore ESA is global.

To realize our profession's full potential, ESA must increase its influence.

Seconded.
Yes 15 No 1 Abstain 0
Motion carries.

35. **Awards at Branch and National Level** – Mike Parrella led a discussion about national awards that receive nominations from ESA Branches. How the award nominations are managed and perceived at the Branch level are sometimes inconsistent with the original intent of the awards. After general discussion, this issue was remanded to the Committee on Awards and Honors for review and recommendations. Carol Anelli will work with Parrella on this issue.
36. **CAST Membership** – Vice President Rob Wiedenmann led a discussion of CAST membership for ESA. There was discussion about Sections paying for the membership but consensus was

that ESA should pay if the membership is a worthwhile investment. It was recommended that Past President Delfosse should ask the Public Policy Committee (once formed and appointed) to consider if ESA should join CAST.

37. **Plenary Schedule at Annual Meeting** – Parrella led a discussion about scheduling of plenary sessions at the Annual Meeting and trying to avoid overlaps with mixers and other events that tend to limit plenary attendance.
38. **Myron Zalucki Resignation** – Myron Zalucki announced that he will resign from the Governing Board after the Annual Meeting concludes. Zalucki indicated that recurring scheduling conflicts with other duties were the reason for stepping down. The International Branch President will appoint someone to complete Zalucki's term on the Governing Board. President Brown and the Governing Board thanked Zalucki for his service to ESA.
39. **Adjournment**. There being no further business, the meeting was adjourned with unanimous approval at 10:30 a.m.

Motion: Move to adjourn the meeting. Seconded. Yes 16 No 0 Abstain 0 Motion carries.
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Respectfully submitted,



C. David Gammel
Executive Director