

## North Central Branch of the Entomological Society of America 2020-2021 Secretary-Treasurer Report

To: NCB-ESA Executive Committee

Date: 9 June 2021

### *Important activities:*

1. Although the NCB-ESA had planned an in-person meeting for March 2021, it was decided to convert to a 100% virtual meeting in June due to COVID-19 travel and safety restrictions. Throughout 2020-2021, I stayed in close communication with ESA Central staff, particularly Becky Anthony (Programs and Meeting Manager) and Neil Willoughby (Director of Finance). Becky also provided a timeline for completing important tasks as we approached the meeting. I am also extremely grateful for Becky helping us communicate with membership via newsletters and coordinating our branch elections.
2. I also worked closely with NCB-ESA President Mark Boetel, Program Chair Louise Lynch-O'Brien, and Local Arrangements Chair Mark Asplen to plan a meeting of interest to our members. We and other members of the Executive Committee regularly met via video teleconferencing (e.g., Zoom) to finalize deadlines, delegate tasks, and discuss a budget.
3. I submitted a final financial report of the 2019-2020 annual meeting to the Audit Committee in November 2020 and it was approved in December 2020. I also provided financial documents to Neil Willoughby in February 2021 for a branch audit.
4. ESA Central, especially Rosina Romano, helped our branch secure a date and venue for the 2022 annual meeting. This is extremely helpful to us, as they are able to identify venues that fit our meeting needs. Stephanie Maher (ConferenceDirect) was particularly efficient in getting venue quotes and negotiating a fair contract. It was decided to have meet in Minneapolis, MN (21-24 March 2022) with President Mary Gardiner.
5. President Mark Boetel, President-Elect Mary Gardiner, and I spent considerable time making our constitution, by-laws, committee appointments, and guidelines current. We anticipate having all these documents updated and more accurate for future meetings, and will make them accessible to our membership.
6. Executive Committee Members-at-Large, Clint Pilcher and Laura Campbell, and I actively pursued meeting sponsorships to offset expenses; approximately \$9,500 was generated to support the meeting.

***Financial summary:***

1. Our investment portfolio with TIAA-CREF is strong with an average 11.71% growth rate in 2020 (\$4,859.90 income). As of April 2021, our assets were estimated at \$48,790 and our current balance in checking account is \$24,244. Our overall finances are approximately \$73,034 before meeting expenses.

2. Just days before the 2021 virtual meeting, the registration is at 1,348 people. This is above the 5-year average of 278. Exceptional numbers are partly due to a virtual meeting format with no registration fee. Approximately 30% of people registered for the meeting are students. To date, there are \$9,550 in sponsorships from 13 companies. There is an excellent chance of breaking even or even making a small profit at this meeting.

***Budget recommendations to consider:***

The NCB-ESA met the previous spend-down efforts recommended by ESA Central and now our overall assets are worth approximately \$47,000. The last five meetings ended up being in serious deficit, averaging \$6,422 in losses. We can no longer continue to offer the same meeting benefits and expect to maintain a fiscally-sound branch. Listed below are my recommendations for the Executive Committee to consider:

1. Continue to hold our annual NCB-ESA meeting in March for improved registration numbers.
2. Have the Program Chair heavily recruit for symposia to make the meeting more diverse and attractive to NCB-ESA members.
3. Continue working with a Member-at-Large to start requests for sponsorship 6-12 months prior to the meeting. Delegate to other members as needed to reach national and regional sponsors.

Respectfully yours,



Erin Hodgson, NCB-ESA Secretary-Treasurer

