

# ENTOMOLOGICAL SOCIETY OF AMERICA

Governing Board Meeting  
Minutes  
August 26, 2010  
Meeting by Conference Call

## PARTICIPANTS

David Hogg, President  
Ernest Delfosse, Vice President  
Grayson Brown, Vice President-Elect  
Marlin Rice, Past President  
Phil Mulder, Treasurer  
Douglas Pfeiffer, Eastern Branch Representative  
Robert Peterson, Plant-Insect Ecosystems Section Representative  
Melody Keena, Integrative Physiological & Molecular Insect Systems Section Representative  
Tim Lysyk, Medical, Urban and  
Veterinary Entomology Section Representative  
Susan Weller, North Central Branch Representative  
Michael Williams, Southeastern Branch Representative (Partial Attendance)  
Myron Zalucki, International Branch Representative

## ABSENT:

Bart Drees, Southwestern Branch Representative  
John Heraty, Systematics, Evolution and Biodiversity Section Representative  
Michael Parrella, Pacific Branch Representative  
Wendy Johnson, President's Student Representative

## Staff:

Ann Kenworthy, Interim Executive Director  
Alan Kahan, Director of Publications and Communications  
Neil Willoughby, Director of Finance  
Debi Sutton, Director of Membership and Marketing

1. **Call to Order** -- The meeting was called to order at 3:22 p.m. by President David Hogg, who welcomed participants.
2. **Ratification of Cybermotion** - The following cybermotion was ratified unanimously:

**Cybermotion 2:** Approve the amended minutes of the June 7-8, 2010 meeting of the Governing Board.

Yes 12; No 0; Abstain 2; Did not vote 1  
Motion carries.

1. **Executive Committee Actions** - Dave Hogg reviewed the actions of the Executive Committee at their June and July meetings.

Motion: It was moved and seconded to approve the actions of the Executive Committee.

Yes 11; No 0; Abstain 1  
Motion carries

2. **Consent Agenda** - Dave Hogg called for exceptions to the Consent Agenda. Susan Weller requested that the report of the Committee on Common Names be removed from the consent agenda.

Motion: It was moved and seconded to approve the Consent Agenda with the exception of the Common Names report.

Yes 11; No 0; Abstain 1  
Motion carries

Susan Weller next indicated the corrections needed to make the Common Names report accurate. Alan Kahan agreed to make the changes in the report.

Motion: It was moved and seconded to approve the Common Names report as corrected.

Yes 10; No 1; Abstain 1  
Motion carries

3. **Interim Executive Director's Report** - Ann Kenworthy reported that all headquarters operations were on target and that continuing refinements were being made to the reporting capabilities and user interface with the new association management software.

4. **Financial Reports** – Treasurer Phil Mulder presented the June 2010 financial reports, which showed that ESA continues in a strong financial position. He noted that 60% of budgeted revenue had been received and 39% of total expenses have been incurred. He reported that nearly all expenses are within budget targets considering the cyclical nature of some categories of expenses. The “Contract services” line item is projected to exceed budget due to unbudgeted costs associated with replacing the previous executive director and with the executive search process.
5. **Investment Report** – Neil Willoughby reported that he had consulted with ESA’s investment advisor, who counsels that no re-balancing of funds be made at this time. The Governing Board agreed by consensus.

Neil Willoughby recommended that the Governing Board approve a plan to move approximately \$541,000 currently in two short-term certificates of deposit to TIAA-CREF’s Capital Reserve Fund in order to increase the rate of return on investment.

Motion: Move \$541,000 in short-term CDs in two bank accounts to the TIAA-CREF Capital Reserve Fund upon their maturity. Seconded.

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| Yes 11; No 0; Abstain 1<br>Motion carries |
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6. **Background Check Policy** – Dave Hogg presented a proposed background check policy that had been approved by the Executive Committee. He noted that the policy had been reviewed by legal counsel and was required by Transition Management Consulting in order to conduct a background check on the three finalist candidates for the Executive Director position. Following discussion, it was moved and seconded to approve the new deadlines.

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| Yes 11; No 0; Abstain 1<br>Policy approved |
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7. **Certification Corporation Bylaws** -- Dave Hogg presented the revised Certification Corporation bylaws for ESA approval.

Motion: It was moved and seconded to approve the revised ESA Certification Corporation Bylaws as approved by the ESA Certification Corporation.

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| Yes 11; No 0; Abstain 1<br>Motion carries |
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8. **Turfgrass Handbook** –Alan Kahan reported that a consensus had been reached by Rick Brandenburg (editor of the proposed new edition), Marlin Rice and Kevin Steffey (editors of the *Journal of Integrated Pest Management*) to move forward with a second print edition of the *Handbook of Turfgrass Insect Pests*. The editors agreed that no conflict existed with the *Journal of Integrated Pest Management*.

Motion: Move to appoint Rick Brandenburg as editor, and with the assistance of a co-editor to be determined by him, to prepare a second print edition of the *Handbook of Turfgrass Insect Pests* and to budget to produce and print the book.

Yes 11; No 0; Abstain 1  
Motion carries

9. **Entomology 2015 Steering Committee** – Ann Kenworthy proposed that a Steering Committee consisting of each year’s President, Vice President, and Vice President-Elect be established to work with a three-person steering committee from the ACSESS societies to negotiate the responsibilities and liabilities related to the co-located 2015 Annual Meeting.

Motion: It was moved and seconded to establish the Steering Committee as presented.

Yes 11; No 0; Abstain 1  
Motion carries

10. **Emeritus Member Approval** -- Ann Kenworthy presented a proposal to allow the Executive Committee to approve Emeritus and Emeritus Gold members in between meetings of the Governing Board.

Motion: It was moved and seconded to allow the Executive Committee to approve Emeritus and Emeritus Gold members in between meetings of the Governing Board.

Yes 11; No 0; Abstain 1  
Motion carries

11. **2011 Page Charges** -- Alan Kahan presented a proposal to maintain 2011 page charges at the 2010 level. The rationale for the request was that subscription prices have not been able to be raised at a significant enough rate to offset a continued drop in the member page charge rate. A question was raised concerning whether the Strategic Plan goal of eliminating page charges for members will be achievable in future years. Kahan proposed that the 2011 Governing Board revisit this issue at the Summer 2011 meeting to determine if BioOne income has risen enough to offset page charges for members.

Motion: Move to leave page charge rates for the journals, *American Entomologist*, and *Arthropod Management Tests* unchanged for 2011. Seconded.

Yes 11; No 0; Abstain 1  
Motion carries

**12. PEF Funding Formula** -- Ann Kenworthy presented a proposal from the Executive Committee to set the value of a PEF registration waiver at \$200 for the years 2011-2013. She noted that the waiver level had been set inconsistently over the past three years, and that standardizing the amount would insure consistency in future years.

Motion: Move that complimentary registrations given as PEF funds be set at \$200 per person for the years 2011-2013. Seconded.

Yes 11; No 0; Abstain 1  
Motion carries

Dave Hogg noted that the nonmember rate of \$500 (with discounts) had been used in 2010, resulting in only \$18,000 in direct expenses available for other PEF support, compared to an average of approximately \$27,000 in prior years.

Megha Parajulee and Bonnie Pendleton, 2010 program chairs, joined the call.

The Governing Board discussed the impact of setting the rate so high and its deleterious effect on the quality of the scientific sessions.

Motion: It was moved and seconded to set the 2010 PEF level at \$200.

Yes 11; No 0; Abstain 1  
Motion carries

**13. Revised Strategic Plan Deadlines** -- Ann Kenworthy presented a plan of revised Strategic Plan deadlines that had been approved by the Executive Committee. Following discussion, it was moved and seconded to approve the new deadlines.

Yes 11; No 0; Abstain 1  
Motion carries

**14. Program Co-Chairs Report** -- Megha Parajulee presented the Program Co-Chairs report, noting that six Program Symposia, 34 Section Symposia, and 42 Member Symposia had been selected. He reported 940 ten-minute papers in 75 sessions, and

that a total of 741 posters had been submitted. Virtual posters have increased from 20 in 2009 to 43 in 2010.

Dave Hogg thanked Megha and Bonnie for their work in putting together an outstanding 2010 scientific program.

Mike Williams joined the call.

15. **Proposed Section and Branch Logos** -- Alan Kahan presented, at the request of the Governing Board, proposed designs for Section and Branch logos that are standardized and reflect the brand identity of ESA. He provided samples that could be used for reports, letterhead, meeting program books or signs.

In discussion, it was clarified that the proposed designs were not suggestions, but the new official logos for Branches and Sections. It was requested that Alan Kahan create a document outlining how the logos were to be used by Branches and Sections, including information on font type, font size, placement, spacing and colors.

Motion: It was moved and seconded to approve the designs for ESA Sections and Branches to use in their respective communications in order for them to be clearly identified as a Section or Branch as well as being part of the Entomological Society of America.

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| Yes 12; No 0; Abstain 1<br>Motion carries |
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16. **2016 ICE Proposal** - Grayson Brown proposed that ESA support a bid to host the 2016 ICE meeting. He noted that the ICE proposal for 2012 had not been successful, but that often a second bid from a country was accepted and that ESA would be in a much stronger position in 2016. Brown offered to put together a team to develop the proposal if the Governing Board approved the motion.

Motion: Move to submit a new proposal to host the 2016 ICE meeting at the 2012 International Congress of Entomology convention in South Korea.

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| Yes 12; No 0; Abstain 1<br>Motion carries |
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17. **Website Update** -- Alan Kahan provided an update on the website re-design project, noting that the Presidential Committee on Website Re-Design had provided valuable guidance to staff on the new structure and design. The project is on schedule and the new ESA and Certification sites are projected to launch in December 2010.

18. **Adjournment.** There being no further business, the meeting was adjourned at 5:10 p.m.

Motion: Move to adjourn the meeting. Seconded.

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| Yes 11 No 0 Abstain 1<br>Motion carries |
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Respectfully submitted,



Ann C. Kenworthy  
Interim Executive Director