



**February 20, 2017 ACE Board Conference Call, 3-5 p.m. Eastern**

- **Please see end of minutes for electronically-recorded votes cast regarding the management RFP and approval of the awards’ recommendations.**

**Call to Order – ACE President Steve Miller**

**Roll Call**

President Steve Miller, President-elect Suzanne Steel, Past President Brad Beckman, Vice President Elizabeth Gregory North, Membership Director Beth Forbes, Professional Development Director Victor Villegas, Marketing Director Dennis Thomas, Learning Community Director Mary Wirth, Retirees Director Janet Rodekohr

Non-voting: Executive Director Holly Young, Treasurer Becky Koch, Development Officer Donna Sheffield, Research Director-elect Lauri Baker, Professional Development Director-elect Craig Woods

Absent: Research Director Courtney Meyers, Marketing Director-elect Matt Browning

**Agenda Review - Steve**

**Approve January, 2017 minutes**

**ACTION:** Beth moved to approve the minutes, with a second from Brad. Becky requested more details when “reports” are accepted as this is the official record. Dennis noted for the record that when the webpage was previewed, he also asked if videos could be included. Motion approved.

**Financial Report**

Becky noted more income came in from Submittable and membership dues. Steve was concerned that there wasn’t much of an increase in ACE’s endowments. He would like to investigate the rate of returns to determine if we can get a better rate. Becky will ask the Finance Committee, which will meet in March, to determine how to move forward with ACE’s VanGuard endowments.

**ACE Accounts Summaries – Feb. 14, 2017**

	July 1, '16	FY16 Interest	Oct. 1, '16	Nov. 17, '16	Dec. 14, '16	Jan. 19, '17	Feb. 14, '17
WF Checking	15,453.61	0	12,560.44	9,801.55	13,564.51	24,924.85	39,202.18
WF Money Market	5,049.40	0	5,049.83	5,050.25	5,050.46	5,050.67	5,050.89
Vanguard Investment	71,300.63	2,557.83	70,784.98	69,307.51	70,014.43	69,920.66	69,920.66
Vanguard Hermance	22,460.80	1,244.77	22,803.94	22,268.08	22,327.62	22,366.23	22,366.23
Vanguard Development Fund	54,885.14	2,461.92	55,850.31	54,599.43	54,918.12	54,941.95	54,941.95
<b>Total</b>	<b>169,149.58</b>	<b>6,264.52</b>	<b>167,049.5</b>	<b>161,026.82</b>	<b>165,875.14</b>	<b>177,204.36</b>	<b>191,481.91</b>

**ACTION:** Mary moved to accept the report, with a second from Elizabeth. Motion approved.

## **Officer Reports**

President – Steve presented the recommendation of the New Orleans Program Committee for registration costs. Co-chair Tobie Blanchard had provided the following:

After reviewing the ACE 2017 conference budget, along with several registration number scenarios, the program committee requests the conference registration cost be set at \$475. If attendance is similar to recent years, this should allow the conference to break even or provide a small return for ACE.

The committee has raised \$28,000 in sponsorships, which we are using to reduce registration costs, pay for speakers (keynote speakers will also present breakouts), provide high-quality breakfasts, offer beverages throughout each day, bring New Orleans-style entertainment to the opening reception and potentially offer a conference app. The committee would like to retain the \$5,000 granted by the board, which was not reflected in the budget the committee reviewed, in case additional expenses arise, or attendance is lower than anticipated.

- From Tobie Blanchard, Program co-chair

New Orleans recommendation: Elizabeth is concerned if the money approved by the board at its fall meeting would be used to defray the cost of registration, versus high quality speakers.

Steve will ask for a finalized budget to send to the board and then the board will do an electronic vote on the recommended registration costs.

Steve reported on the interest of the Leadership and Management Learning Community on restarting the Leadership Institute, but in a different form. It may be done in a much shorter time frame, and for less money. He also talked with ACE member Ricky Telg, regarding the Academic and Research members looking around to see if there's a better "home" than ACE.

### President-elect

Suzanne – The board's fall meeting will be at the same location as our 2018 conference, in Phoenix, Arizona, which will include a beginning discussion on a strategic plan. She would like the board to work on an operational plan.

### Vice President

Elizabeth reported that the focus has been on the RFP and talking to her team about the website.

### Past President

Brad noted he had talked with Courtney last October about how research could engage more, a lot of it was placed around seeing the value of ACE.

## **Director reports**

### Learning Communities

Membership – the next ACE Update will be out by February 21.

Marketing – Dennis sent a mock-up of a potential postcard Matt Browning pulled together for marketing ACE to millennials. They will be looking for more feedback from the marketing sub-committee, which is meeting in March. It includes a hashtag #ACEGrows. Elizabeth likes the look of the postcard; she'd like to see it as a building out of the new branding effort.

### Professional Development -

Victor reported on a recently held webinar that drew 19 attendees, and that the Facebook posts appear to have a good interaction among members.

Research – Lauri noted she was on the task force for the group trying to determine where the “true home” is and is it ACE. Lauri is representing ACE, along with Kelsey Hall. The charge of the task force is to determine if there is an official “home” for the research group.

#### Retiree

Janet reported there had been a proposal accepted for the New Orleans conference for retiree-potentials.

#### Development Officer

Donna reported that Development Fund grant recipients have been notified. We received good responses from the development survey, with some very thoughtful feedback.

#### Old business

##### Web page timeline update – Elizabeth

Elizabeth’s group is planning to have the work completed by the end of March. She needs help with migration.

**ACTION:** She will work up an estimate for Holly and more detail.

She asked Dennis to hold off on sending her video, since it will go directly into Wild Apricot. Brad noted it took 3 months when we moved from Joomla to WA. We need to budget for it.

**ACTION:** Elizabeth said the target date to go live with the new look of ACE’s website would be around April 1.

##### C&A Update – Suzanne, Holly

Suzanne noted all were uploaded to judges in one day.

##### RFP Presentation – Beth, Suzanne, Elizabeth

Elizabeth – two things from the board: discussion of the RFP itself – do we need to edit, vote on it or revise. A larger committee is needed, and she would like to add two to three more from the board, and two to three ACE members.

Elizabeth went through the draft, and asked that edits from the board be returned by next Monday.

Becky questioned whether a return date of April 1 was enough time for RFPs to be submitted? She’d rather not hurry and do it right than have that deadline. Janet – how will the proposal be distributed? Elizabeth – multiple ways, the Association Management Institute has to upload it, and folks who are registered with them can apply. We can also email to those who express an interest.

Steve asked that Becky, as treasurer, serve on the committee. Elizabeth also will follow up with other ACE members the committee had come up with, and Mary Wirth volunteered.

Awards approval – Vote will be done electronically.

Awards of Excellence – to be presented by Learning Community Director Mary Wirth

Other awards – Steve (Professional, Pioneer, Retiree)

##### Professional Development application from Learning Communities – Victor Villegas

There has been some confusion about the form, including the name of it. It was suggested to change the wording from “grant” to “Learning Community funding application.”

**ACTION:** Elizabeth motioned to change the name and delete section three, then redistribute. Mary second. Motion approved. The applications will first go to the Professional Development director, and reviewed by the professional development committee with input from the Learning Community director.

Dennis and Craig left the meeting.

## **New Business**

**ACTION:** Approval of two new life members – Janet Rodekohr

Janet motioned to approve Linda Benedict and Martha Filipic as new life membership, Beth seconded. Motion approved.

Candidate Committee discussion

Steve reviewed the process under the Constitution/bylaws noting the nominating committee is comprised of past presidents. He feels the past presidents have a good feel for the work involved, and it shields the board from favoritism and provides checks and balances.

Beth noted it was presented as the slate. The other challenge was that the committee had completed its work, and while some board members wanted to add a person, that was not possible.

Steve noted that the board voted to approve the slate. Elizabeth supported Mary on leadership succession. Janet had a long conversation with Faith Peppers, who was on the committee. Faith provided a strong defense of how the process works, how hard this committee worked, as well as the difficulty of finding those willing – suggesting the board instead work on providing leadership skills.

Brad added that because of the long time commitment, some don't receive approval from their supervisors. He added that Past President Joanne Littlefield provided him with her notes when she was chair of the nominating committee, and he in turn, will provide his notes to Steve. He also stressed that it's very much confidential. People aren't coming to us, we're going out to them – it needs to be kept in confidence.

Becky added that Brad provided the slate prior to the board meeting, adding that also as a past president, she was in agreement that it is a challenge and questions if it's worth the entire board's efforts – because each director has a job already. Every organization is scrambling to get volunteers, especially at land grant institutions already stretched to the max. Let's not micromanage this committee.

Suzanne – moving forward – how can we help? Steve, contact every board member and ask for their suggestions. Moving forward, please give us the list of reasons. Becky doesn't think there's an easy answer to this, it's not just an ACE problem.

The meeting adjourned at 5:20 p.m.

Respectfully submitted,

Holly Young, ACE Executive Director

## **The following motions taken electronically were approved by a vote of the boards as follows:**

**A motion** to approve the revised management RFP was made by Suzanne, with a second from Mary. Also voting in favor were Dennis, Victor, Courtney, Beth, Janet, and Elizabeth.

**A motion** to approve Awards of Excellence and Pioneer awards was made by Janet, with a second from Victor. Also voting in favor were Courtney, Mary, Beth, Suzanne, and Dennis.

Approved were: Ruth Borger, Leadership & Management Award of Excellence; Courtney Gibson and Lulu Rodriguez, Academic and Research Awards of Excellence respectively; Ana Henke, Publishing & Graphic Design Award of Excellence; Doug Edlund, Marketing Award of Excellence.

Approved for Pioneer awards: Randy LaBauve and Scott Swanson.

**A motion** to approve the New Orleans Conference registration fees was made by Suzanne, with a second from Victor. Also voting in favor were Courtney, Janet, Mary, and Dennis.

ACE early member rate: \$475; non-member early rate \$595; non-member with ACE membership for 2017, \$595.  
ACE member late rate, \$535; non-member late rate, \$655; retiree early rate, \$375; student early rate, \$375.

Letter from ACE member Jeanne Gleason regarding management options.

From: Jeanne Gleason <[jgleason@ad.nmsu.edu](mailto:jgleason@ad.nmsu.edu)>

Sent: Saturday, February 4, 2017 11:11 AM

Subject: Responding to your request for input about ACE management

To: Dennis Thomas <[dennis.thomas@kysu.edu](mailto:dennis.thomas@kysu.edu)>, Becky Koch <[becky.koch@ndsu.edu](mailto:becky.koch@ndsu.edu)>, Janet Rodekohr <[jrodekohr@bellsouth.net](mailto:jrodekohr@bellsouth.net)>, Suzanne Steel <[steel.7@osu.edu](mailto:steel.7@osu.edu)>, Victor Villegas <[victor.villegas@oregonstate.edu](mailto:victor.villegas@oregonstate.edu)>, Courtney Meyers <[courtney.meyers@ttu.edu](mailto:courtney.meyers@ttu.edu)>, Mary Wirth <[mfw10@psu.edu](mailto:mfw10@psu.edu)>, Elizabeth Gregory North <[elizabeth.north@msstate.edu](mailto:elizabeth.north@msstate.edu)>, Beth Forbes <[forbes@purdue.edu](mailto:forbes@purdue.edu)>, Brad Beckman <[bradbeckman@ksu.edu](mailto:bradbeckman@ksu.edu)>, Donna Sheffield <[dsheffie@ksu.edu](mailto:dsheffie@ksu.edu)>, Steven L Miller <[slmiller@uwyo.edu](mailto:slmiller@uwyo.edu)>

Dear Steve and ACE Board Members:

First, I want to thank each of you for your tireless service to our ACE organization. I've been an ACE member for about 40 years, and have always appreciated the fact that smart, busy, dedicated communicators with decades of experience in our profession are willing to serve ACE, year after year, in leadership roles that may, at times, feel thankless and unappreciated. I know the Board always strives to ensure that ACE remains responsive to members' needs.

Now you are weighing the options between continuing with an executive director management model involving someone from within our profession to manage our organization's day-to-day business or switching back to hiring a management company. I'm sure you, as board members, will consider factors that we, as members, don't even know exist.

However, because you asked for feedback and input, I will offer mine.

There were only a few times I was so frustrated with ACE that I considered quitting, and all of those times were related to dealing with ACE's "management company." Staff at these businesses make me feel like I was just another client interrupting their day and tolerated only for I was generating billable hours. The hired staff seemed to have no interest in truly understanding ACE's our mission, vision or goal. They seemed to make no effort to know us as people or as professionals.

During the years that ACE used a professional management organization, I rarely spoke to the same person when I called their office. Most often the person "handling the ACE account" was out of the office so someone just took a message. Calls were rarely returned in a timely fashion. When I did reach someone, they took little the time to understand the problem or issue behind concern. Once when I called to ask why the credit card payment for our university's institutional membership had not been processed, I was told that the woman who processed credit cards was on maternity leave. Then the man said, "Don't worry. I can see from my desk that your university's credit card number is on a sticky note in the middle of her computer screen. When she returns from maternity leave, that will be first things she sees." I realize this is an extreme example, but it highlights the difference in dealing with someone who understands and cares about university professionals and our university culture as opposed to someone who see us just one their many clients whose needs they can translate into billable hours.

In contrast, ACE's executive directors (both in Florida and New Hampshire) always seemed interested in cultivating and maintaining a genuine colleague-to-colleague connection in addition to providing good

management services to our ACE organization. Granted, my requests were not always granted and there were mistakes made. In fact, I suspect the ACE Board has probably heard its fair share of “horror stories” about executive directors housed at a university. But the tipping point for me is that most of our executive directors were ACE members first. They already had a relationship with many of our ACE members and had been on the member’s side of our ACE organization. I think this made them better executive directors.

In short, I feel that management provided by a professionals with an ACE background is friendlier, more responsive and more aligned with our ACE goals and values. But in the end, of course, I will support the ACE Board’s decision.

Thank you for carefully considering all sides of this question.

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Jeanne Gleason, EdD  
New Mexico State University  
Professor and Head of Media Productions  
NMSU College of Agricultural, Consumer and Environmental Sciences  
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### **Executive Director’s Report**

The 2015 Tax Return has been completed and sent to the IRS.

Submittable:

There were several issues regarding receipts from various institutions. The receipts sent from Submittable were not of a sufficient nature for several business service centers, and follow-up was needed to provide them with more detailed receipts.

There were a few mislabeled entries that had to be resent, and questions from several judges. I need to reach out to one Learning Community that has yet to get a class judge. It wasn’t the LC’s fault, the person had left the company but when emailed, it never bounced back.

Finances:

Becky and I continue to Skype once a month to review our finances. This new system is working exceptionally well, and is able to keep the board members informed of all our finances.

Institutional Dues:

Several colleges, Fort Valley, Prairie View, NMSU, submit their dues institutionally, paying for several members at a time. This is handled through my office, using authorize.net, our payment portal. I then go into Wild Apricot and update the individual profile pages.