

National Farm and Ranch Business Management Education Association, Inc.

Fall Board Meeting

**Owatonna, Minnesota
November 14-16, 2001**

The Board of Directors of the National Farm and Ranch Business Management Education Association, Inc. (NFRBMEA) held their Fall board meeting November 14-16, 2001 at The Holiday Inn and Suites, Owatonna, MN. Members present were: Ira Beckman, Lynn Schluckebier, Laurie Morris, Jim Kelm, Tom Weygandt, Don Roberts, Larry Oraskovich, Wayne Pike, Deb Pike, and Al Graner. Also attending parts of the meeting were Vic Richardson, Dennis Jackson, and Doug Wertish.

President Ira Beckman called the meeting to order at 1:30 p.m. on November 14, 2001. Schluckebier moved to amend the meeting agenda to include Vic Richardson between items 9 and 10 and to include discussion on NAFBAS as item 26. Roberts seconded the motion. Motion passed.

Secretary, Tom Weygandt distributed copies of minutes of the 2000 Fall, 2001 Pre-Conference, and 2001 Post-Conference board meetings. Schluckebier moved and Kelm seconded to approve the minutes as presented for the 2000 Fall Board meeting. Motion passed.

Roberts moved and Schluckebier seconded to approve the minutes as presented for the 2001 Pre-Conference Board Meeting.

Roberts moved that minutes of the 2001 Post-Conference Board meeting be approved with the dates of the 2001 Fall Board Meeting changed to November 14-16, 2001. Oraskovich seconded the motion. Motion passed.

Treasurer Don Roberts presented the Treasurer's report. He reported that dues collection was increased the past year. He reported that the Association had operated within budget and that it is financially sound. Kelm moved that the Treasurer's report be accepted. Schluckebier second. Motion passed.

Wayne Pike, Membership Secretary, reported that we now have 218 regular members, 13 associate members, and 2 lifetime members for a total of 233 members. This is an increase from last year's membership of 202 members. He attributed going through Minnesota's regional deans as part of the good response in Minnesota. Oraskovich moved that the report be accepted. Kelm seconded the motion. Motion passed.

Wayne Pike, Editor, reported on NFRBMEA's newsletter, *NUTS & BOLTS*. He reported that the mailing list has a total of 408 names. The next two issues will be to members only. He set article submission deadlines as February 1, 2002 for the issue to go out March 1st and April 1, 2002 for the issue to go out on April 15th. The board discussed

whether publishing *NUTS & BOLTS* via email would be accepted by the membership and by advertisers. Of our 233 members only 25 do not have email addresses. Costs of publishing a small mailing run approximately \$140.00 so cost savings are not a major factor. Advantages of NFRBMEA having an e-commerce presence were cited. Several board members expressed their preference to receive newsletters via email rather than by printed media but wanted to be sure that those uncomfortable using or without access to email would still receive their newsletter. Following extensive discussion on how a change to an electronic publication might be instituted, Roberts moved that the editor use his discretion, with full power to act, to experimentally publish *NUTS & BOLTS* electronically. Weygandt seconded the motion. Motion passed.

Deb Pike, Webmaster, reported that the NFRBMEA website has had 3,820 visitors since it first came online in April 1999. She is working with FrontPage software to redesign the photo album area to decrease the download time. The Teacher's Lounge page is seeing little activity. Deb will link member's web sites to our website if she is made aware of the sites.

Laurie Morris, Historian, reported that this coming year will be the 30th Anniversary of NFRBMEA conferences. She has slides of conferences from 1989 to present and would like more material and pictures of earlier conferences. There will be some recognition of founders and early members at this year's conference. Ed Persons has been placed on the conference agenda.

Roberts moved that NFRBMEA hire Vic Richardson to prepare our federal and state tax returns for a fee of \$200.00. Schluckebier seconded the motion. Motion passed.

Kelm moved that NFRBMEA contract with Vic Richardson for an agreed fee of \$100.00, working under the direction of the Audit Committee, to perform audits of the conference and the Treasurer's books. Oraskovich seconded the motion. Vic has started a tax preparation business since his retirement and indicated that his business liability insurance would cover him for auditing as well as tax preparation. Motion passed.

Beckman reminded each of the officers to check their required duties and asked each of them to be mindful of their responsibilities. Oraskovich moved that it be recorded in the Secretary's minutes that the board has discussed and generally approved that NFRBMEA is in compliance with the requirements of a 501(c)(3) corporation. Roberts seconded the motion. Motion passed.

The board took a short break for a "Curriculum Minute". Jim Kelm presented how his program was involved in using Dairy Advisory Teams.

Lynn Schluckebier gave the Past President's report. He stated that there is a need for NFRBMEA to produce an annual report. It is especially needed to show sponsors who we are and what we do. President Beckman appointed Lynn to prepare an annual report by the June Pre-Conference board meeting. Suggestions of items to be included in an annual report were:

- Last year's conference agenda
- List of Board members
- Profit and Loss Statement
- Balance Sheet
- Brief history of the year
- Copies of *NUTS & BOLTS*
- Minutes of the last Annual Meeting
- Auditor's report

Laurie Morris reported that 200 people attended the 2001 Conference at Breckenridge, Colorado. The high cost of the Breckenridge area and the large numbers of children and extended family members attending held profit down to \$1,641.46. Laurie presented the financial report and attendee evaluations to the Board. Schluckebier moved that the 2001 Conference report be accepted. Roberts seconded the motion. Motion passed.

A short break for a "Curriculum Minute" was taken. Larry Oraskovich presented a marketing curriculum and PowerPoint presentation developed at SCTC.

Larry Oraskovich, 2002 Conference Chair, reported that the theme for the 2002 conference in Owatonna, MN will be "The Next Generation Agriculture and Value Added Marketing".

Oraskovich asked for guidance in vendor fees for exhibition tables at the conference. Roberts moved that a standard vendor's fee which would include an exhibition table and meals be set at \$100.00 per exhibitor with and a \$50.00 fee for each additional attendant. Kelm seconded the motion. Motion passed.

Oraskovich reviewed the proposed agenda for the 2002 Conference. It was felt that the Roll Call of States had taken too long at previous conferences. Secretary Tom Weygandt will work with participants to make this a ceremonial rather than informational session. Information of each state's programs will be available with the conference proceedings.

Roberts moved that the Exchange of Ideas be run with the same rules as at last year's conference and that NFRBMEA fund 5 ideas at \$100.00 each, a total of \$500.00, for the program. Schluckebier seconded the motion. Motion passed.

Roberts also moved that NFRBMEA award 5, \$200 scholarships to the conference with the same rules as last year's conference for 1st Timers. Weygandt seconded the motion. Motion passed.

Nominations for the Distinguished Service Award were discussed. Roberts moved with Kelm seconding that discussion be tabled until the next day. Motion passed.

Beckman recessed the meeting for the night with it to resume after 7:30 a.m. breakfast in the morning.

Beckman called the second day of the 2001 Fall Board Meeting to order at 8:30 a.m., November 15, 2001. Discussion of Distinguished Service Award, Member and Friend continued from the previous day. Roberts moved that (names not disclosed in these minutes so that the recipients will be surprised at the conference) be accepted by unanimous proclamation. Schluckebier second. Motion passed.

Beckman appointed the 2002 Conference Chair and President-Elect to write articles for *News & Views*, a publication of the NAAE. There was a bit of discussion of possibly coordinating our conference with the NAAE Region 3 conference. Ira will contact NAAE.

Larry Oraskovich and Doug Wertish reported on fund raising activities for the 2002 conference. They have been very successful so far and report that they are very comfortable with their conference budget.

The Board took a break for a Curriculum Moment. Don Roberts presented Oklahoma's "Farm Business Workbook". Tom Weygandt presented information on his "Planning for Profitable Performance" workshop. He also reported on Ohio teachers' progress to offering managerial accounting starting in January.

Al Graner, 2003 Conference Chair, reported on plans for the conference, June 8-12, 2003 in Minot, ND. Theme of the conference will be, "Reaching Beyond Our Borders". 2003 is also the bicentennial of Lewis & Clark and they will tie in many historical sites to the conference.

Kelm moved that NFRBMEA issue letters of support for any of our members who wish to be nominated to the National Council for Agricultural Education. Schluckebier seconded the motion. Following lengthy discussion, Roberts called question. Vote for the question passed. Motion passed.

The Board took a break for a Curriculum Moment. Lynn Schluckebier presented Nebraska's "Gold Medal Training", a Farm Services Agency training curriculum.

The Board had extensive discussions concerning strategic planning and teacher recruitment. They recognize that the need for qualified instructors continues to be a severe problem. In some cases the lack of recruits and/or proper training and support of new teachers has resulted in failure of a program. The Board feels that the NFRBMEA should be a leader in bringing new, highly qualified individuals into the profession of farm business management education. Three levels of action were identified:

1. Awareness. Advertising, brochures, flyers, etc... should be available to promote farm business education. The website could be an integral part of this effort. Perhaps outside marketing help should be contracted to help develop these materials.

2. Familiarization. Once an individual shows interest in farm business education a program/method should be in place to familiarize them with the workings of FBM.
3. Certification and Training. A new instructor should have a minimum base of knowledge. This would include not only technical areas but also areas such as working with adults, recruiting new students, etc...

Roberts moved that Recruitment / Retention Task Forces be created in each of the above areas to more fully define each area and to develop a plan of action for implementation. Kelm seconded the motion. Motion passed. Ira appointed Jim Kelm and Wayne Pike to Task Force 1. He appointed Don Roberts and Laurie Morris to Task Force 2. He appointed Lynn Schluckebier and Tom Weygandt to Task Force 3. They are to report at the Pre-Conference Board Meeting on the progress of each of their task forces.

Kelm moved that the budget be amended to provide up to \$3000 to fund the Recruitment / Retention Task Forces. Oraskovich seconded the motion. Motion passed.

The Spring Conference Call Board Meeting will be at 1:00 p.m. Central Time, Wednesday, April 17, 2002. Beckman will arrange the details.

Ira Beckman presented the Minnesota FBM Curriculum as a Curriculum Moment. Laurie Morris told about Colorado curriculum and common course numbering.

Beckman recessed the meeting for the evening at 6:00 p.m.

Beckman called the third day of the 2001 Fall Board Meeting to order at 8:30 a.m., November 16, 2001.

The Board focused on identifying organizational goals of the NFRBMEA. The former Past Presidents have formed a committee to obtain funding for us from interested businesses and organizations. It is important that NFRBMEA have a vision and purpose to show interested parties. It is also important for our own good that organizational goals be identified. Proposed goals identified by the Board, listed in no particular order, were as follows:

- Instructor recruitment / retention.
- Staff – part-time or full time executive director.
- Publish curriculum.
- Grants.
- Mentoring program.
- Internships.

- Membership development in non-participating states.
- Independent funding of the conference.
- Communications – possible consultation with an expert.
- Study membership potential, what else can we do for our members.
- "Curriculum Clearing House".
- Industry connections with FBM.
- Alliances / partnerships with other groups.
- Member articles in popular publications.
- Fall leadership seminar / training.
- Annual Report with vision/mission/goals.

Kelm moved to authorize the President to take this list of identified ideas and to use the list to form and prioritize a proposed list of organizational goals for the NFRBMEA. Schluckebier seconded the motion. Motion passed.

Roberts moved to list position openings related to farm business management education free of charge on the NFRBMEA website. Oraskovich seconded the motion. Motion passed.

Kelm shared some communication he has had with NAFBAS, National Association of Farm Business Analysis Specialists. They may have some areas in which we could cooperate. He will stay in contact with them.

Kelm moved that the Treasurer secure a debit card for our checking account if available. Schluckebier seconded the motion. Motion passed.

Roberts moved to adjourn the meeting. Kelm seconded the motion.

Meeting adjourned,
Tom Weygandt, Secretary