

# American Society of Agricultural Consultants

Consulting Excellence to Agriculture – Worldwide

## Communiqué



### ASAC BOD NOTES 9.20.2020

Financial Report: Due to the virtual conference – “Becoming a Better Consultant” – it difficult to compare the monthly numbers; Still adding new members and late additions; Thus far 14 conference attendees signed up – very encouraging; Mini-Sponsorships are available; More web fees, yet an encouraging summary to date.

Meetings Committee: Ethan asked that we share with friends and on related websites the ASAC links for the conference to hopefully have a very well-attended remote annual meeting with a quality program, entitled Becoming a Better Consultant. The meeting basically lasts four mornings (~9 am till ~noon) on November 2 thru 5 for a total of the required 16-hours of continuing education every so many years. As the time is short, encourage people get the dates on their calendars and the smaller check submitted.

Education Committee: The e-OPPS are continuing to be supplied in order to (1) permit complementary education, (2) provide added membership values, and (3) add to the community / value / fellowship / knowledge of ASAC membership.

Marketing / Promo Committees: New logo design awaiting more work and then consensus; New brochure is ready; Social Media networking is hard at work on many fronts; A blog is being added, future date to be set; If you are active on professional networks like Linked-In add ASAC logo and add friend to like it, in order to help promote (1) ASAC and (2) the upcoming conference.

### ASAC Leadership

*President:*  
Mick Lewis

*Vice President:*  
Ethan Robertson

*Sec-Treasurer:*  
Kyle Walker, CAC

*Financial Officer:*  
Russell Morgan, CAC

*Immediate Past President:*  
Moe Russel, CAC

*Eastern Director:*  
Joanna Lidback

*Western Director:*  
John Alcorn

*Northern Director:*  
Steve McWilliams

*Southern Director:*  
Keith Dickinson

*Management Group:*  
Amy Keith McDonald,  
McDonald Management

*Communiqué Team:*  
Ib & Patricia Hagsten

Membership Committee: Two new members have been gained through Bill Zweigbaum. Let's say welcome to the individuals, please:

1. Denise Russo, Business Consultant with Yankee Farm Credit
2. Brett Denny, Business Consultant, Yankee Farm Credit

Alliance Committee: Still working on the follow-up and follow-thru with the land banking community.

EVP: Primary focus is assisting the committee reporting support; Change to the new "Roy and Jill 'Above and Beyond Award,'" in recognition of the Ferguson's many years of support for ASAC.

Roy Ferguson has requested that any ASAC member memorial in Jill's honor be given to ASAC's Scholarship Fund (thus promoting meeting scholarships for young deserving entries).

## **RECENT OBSERVATIONS**

While meeting a new nurse at KU MED Center, I started the conversation by asking, "So, are you a local Kansas girl?" to which she replied, "yes, I'm from a small town of Larned". "I know only one family in that town with whom I have been working for many years in the alfalfa pellet business." The nurse said, "I babysat for all four of Carlton's children."

So, while she ran to get another pint of blood for me, I sent a text to Carlton to tell what a delightful person, known well to their family, I had just met. Before she finished hooking me up, Carlton had replied very positively about Marsha.

What a small world we live in, if we but open our mind and/or mouth to inquire.

*Idol-infused Identity* is a new term I just heard a week ago – Yet how interesting a concept. Idols are always in the long run (1) bitter, and (2) always do divide. We all have, add, and like to focus on our idols.

Yet, in light of these two deterrents from our lives, let's try to stop and evaluate a current or new idol in light of the bitter negative effect and/or its inherent ability to divide. Now that we are aware, let us purposefully not add these negatives to our lives. Let's lighten our burden, not add to it.

*Continued*

## **The Treasure Chest**

*As we are approaching the upcoming election let us focus on NATION sayings, in order to see how well our candidate's line up with our perceptions of persons we are voting on to represent us, or lives, and our country for at least the next four years thru governmental affairs.*

*(Realizing that we can only evaluate our perception of a person, and since one's perception is neither right nor wrong – rather it is – we are correct in OUR perception).*

*We must have many Lincoln-hearted men. (Vachel Lindsey)*

*The true discovery of America is before us. (Thomas Wolfe)*

*Democracy is a small hard core of common agreement, surrounded by a rich variety of individual differences. (James Conant)*

*(Almost anytime someone brings up “the word democracy” I wish to inflect that the USA is not a democracy rather “a republic form of government;” unique to our constitution and “modus operandi.”*

*America is a tune; it must be sung together. (Gerald Stanley Lee)*

*This generation of Americans has a rendezvous with destiny (Franklin D. Roosevelt)*

*(This collection of sayings was printed in 1965; yet the rendezvous-reference is many fold stronger in 2020, in my perception).*

*When an American says that he loves his country, he means not only that he loves the New England Hills, the prairies glistening in the sun, the wide and rising plains, the great mountains, and the sea. He means that he loves an inner air, an inner light in which freedom lives and in which a man can draw the breath of self-respect (Adlai Stevenson)*

*I have already in-person voted legal absentee (allowed in Missouri) –  
to be sure I was counted once.*