

# American Society of Agricultural Consultants

Consulting Excellence to Agriculture – Worldwide

## Communiqué



### BOD NOTES from 12.15.20

Ethan Robertson, new president working from three screens, presided:

Thrilled that 42 attended virtual annual meeting; there were five guests present. The presentation will be on the website until the end of the year – requesting to have it extended.

Ethics Committee – Sam Bartee CAC, outgoing chair; nothing new. Ethan requested that ASAC determine when the last grievance was.

Marketing / Promotion Committee – Kyle Walker, CAC. Logo design by a paid designer was not pleasing to the committee, yet she was paid. Kyle offered a proposal from their in-house graphic designers. Paige Gilligan of the Media Subcommittee related that the Instagram postings on weekends exceeded 70 hits.

Finance Committee – Russ Morgan CAC, shared ASAC's strong financial position, in large part due to virtual annual meeting. Russ discussed the recommendation of increased dues for CAC members; he will communicate that directly via membership e-mailing soon. The committee also raised the concern of the “drain of brain power / knowledge,” as many members are contemplating retirement.

Strategic Alliance Committee – Norm Brown, CAC. The committee is actively searching for ag lenders to join forces with; they recommend a fine tune of the website to help facilitate; they continue to look for improvements to their efforts.

## ASAC Leadership

*President*  
Ethan Robertson

*Vice President:*  
Kyle Walker, CAC

*Sec-Treasurer:*  
Pete Weisenberger

*Financial Officer:* Russell  
Morgan, CAC

*Immediate Past  
President:* Mike Lewis,  
CAC

*Eastern Director:*  
Joanna Lidback, CAC

*Western Director:*  
Ron Rabou

*Northern Director:* Steve  
McWilliams

*Southern Director:*  
Keith Dickinson, ACA

*Management Group:* Amy  
Keith McDonald,  
McDonald Management

*Communiqué Team:*  
Ib & Patricia Hagsten

Membership Development Committee: Bill Zweigbaum CAC. In 2020 three members received their CAC certification: Dr. Alktar Khwaja, Joanna Lidbeck and Mick Lewis – congratulations to them! In addition, the Committee approved eight new members during 2020.

EVP Report – Amy Keith McDonald. Eighteen responded to the annual meeting survey. All wanted to return to Nashville in 2021 – both virtual and in person. Dues notices are going out by the end of this year.

#### New Business:

Ethan made a couple of focus / vision / proposal statements to set the enhanced stage for 2021.

*Focus:* To provide value.

*Vision:* Convey better the real benefits, both monthly and annually, to ASAC membership.

*Purpose:* (1) Monthly Roundtables, perhaps in lunch type format (topical, like livestock, organic, etc.); (2) Increase regular interaction; and (3) Value is different for every single member.

## **OBSERVATIONS**

Sitting on the sidelines and observing the board, the committee, and the subcommittees communication and activities, it really seems as if ASAC is off to a great new year. There seems a lot of energy expressed, and a lot of creativity being set in motion. Hopefully, you will feel inclined to join one of the activities that is in your skill-set area and interest, because we do not want them to burn out before they get to midfield. Be proud of your ASAC affiliation and get involved.

In a recent sermon our minister asked us to envision an ornament and its inscription at the onset of the message. When a week later I met with a handful of guys and we discussed their individual ornaments and inscription it became quite apparent that their inscription (message) of how they felt at the current time was quite frustrating, discouraging, disparaging, angry, and or depressed.

At the end of the pastor's message, where a lot of hope stories had been interspersed, we were asked to possibly change our message to a more hopeful one. None of the guys had felt like doing so, I guess the most popular Christmas ornament this year is the Grinch wearing a mask expressing "Stink, stank, stunk."



I felt inclined to change my inscription on my mental ornament of "Difficult Breathing" and the inscription of "Frustrated" to "Imminent Success." The Spirometer that I'm encouraged to use to gain breathing strength is soooo boring (yet good for me), so I was pleased when our oldest found a more effective "Breather" that is more fun to use, and feels more effective, too.

So, four days later in my office, I noticed the Spirometer almost out of reach, yet thought I should give it a try, and to my encouraging surprise, when I engaged it, I blew right past the 1,500 ml, where my last marker had been, and past 2,000 – so, I did have imminent success. I don't know which challenge of yours that you might just conquer by resetting your ornament inscription, yet it is worth a try.

## THE SATURDAY EVENING POST

The AmVets 2021 Calendar has Norman Rockwell memories and lovely sayings that we may enjoy and/or take to heart:

In our ambitions we are individualists. But in our seeking for economic and political progress as a nation, we all go up or all go down as one people.

*Franklin D. Roosevelt*

*That is a sobering thought in light of the currently very divided country we are finding ourselves.*

Patriotism is easy to understand in America. It means looking out for yourself by looking out for your country.

*Calvin Coolidge*

*It seems as if there is an entire younger generation, who apparently was never taught the above concept; from looking at the destructive, disruptive, condescending, and willfully antagonistic behaviors expressed thru the news; (although I have not personally experienced it in the circles or isolated life, I'm living).*

Freedom is the open window through which pours the sunlight of the human spirit and human dignity.

*Herbert Hoover*

*Freedom seems to be a loosing art in our society (and when I check with my family in Denmark and Germany, very much on the way out there, too). What seems most astonishing right now with all the direct and indirect COVID-permitting loss of freedoms foisted upon us, is the resigned and non-combatant attitudes of us all, for accepting the decrees without a "whimper."*

## Merry Christmas and Happy New Year

