

American Society of Agricultural Consultants

Consulting Excellence to Agriculture – Worldwide

Communique



BOD NOTES for March 16, 2021

Marketing Committee – Kyle Walker, Chair: The onsite meeting in Nashville for the fall of 2021 is coming along very well; lots of good speakers and a wide range of topics; more interaction built into the program; good hotel choices verified by members who have stayed there; close location to the visiting areas of the town.

Bylaws Committee – Pete Weisenberger, Chair: Nothing to report, yet new draft coming soon.

Education Committee – Russ Morgan, Chair: Marketing ideas for current members and for prospects on educational topics are being sought.

Ethics and Grievance Committee – Ken Hilton: All BOD members have been supplied a copy of the ASAC Ethics document.

Marketing / Promotion Committee – Paige Giligan: A short “common-use” template has been provided for all chairs to report on in order to keep the format similar and the process easy for chair to complete and committees to comprehend, (it’s the same format Paige has been using for several of our recent meetings); the form covers: overview, objective, target market, message summary, call to action, what’s pull thru offer, process, prospecting mechanism (ag consultants or strategic business partners), follow-up, project plan, budget, metrics & expectations.

There are ten marketing opportunities per month (for the next three months of the trial period pre-approved), and there will be tracking of the marketing and planning activities.

The new Logo has been approved, is available for all to use on stationary, business card / communication, (it is located in the members’ only section of the ASAC website).

Communique will highlight members in each issue – along with the marketing efforts by the promo committee elsewhere – we will start with the regional directors, Joanna Lidback, first.

Blog by Don Taylor is going forward, yet he is encouraging topics and support; if for example you have a company blog it can be added; Joanna has one she will add; data on engagement and followers is being monitored by the committee.

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: There are two new ASAC members that have been approved / accepted by the committee, and they are:

(1) *Bret Oelke*, Barrett, MN, who owns Innovus Agra, LLC; he has a Master of Agribusiness from Kansas State University; his consulting practices focus on Farm Management Coaching, crop production budgets, risk management plans, management transition training, SWOT facilitation, and farm finance consulting.

(2) *David Mielnicki*, Clarkston, MI, is Director of Appraisal with Peoples Company (colleague of Kyle Walker); he has a Bachelor's degree from Michigan State University in Finance; he is in the process of transitioning from being their director of appraisal into actual consulting work.

Welcome Bret and David, to the ASAC family of consultants.

Strategic Alliance Committee – Norm Brown, Chair: Dan did a magnificent job of presenting ASAC at the St. Louis Agbusines Club; we paid \$250 for him to have a presence and to speak.

Finance Committee – Russ Morgan: ASAC has a 3% greater equity position versus the same time last year.

EVP – Amy Keith McDonald: She will, due to time constraints, include her multi-page memo of activities on behalf of chairs and members, with the minutes of the meeting.

Next monthly BOD mtg. is Tuesday, April 20th.

Spotlight on ASAC Members

The new feature suggested by the marketing committee of highlighting ASAC Members in each copy coincides with ASAC's new and more aggressive marketing campaign.

We will next highlight the BOD directors, and the first candidate is Joanna Lidback, CAC, who represents the Eastern Division of ASAC.

Joanna S.(Samuelson) Lidback, MBA, CAC, works with Adirondack Farms (adirondackfarms.net), a Dairy Farm located in Peru, NY
email: Joanna@adirondackfarms.net; you can find her on GlobalFarmer Network and her bio is on Linked In for her other professional recognition.

RECENTS OBSERVATIONS

One of my brothers back home in Denmark has recently completed research on the saying that was famously displayed on the main assembly hall podium in the Christian Boarding School, where we grew up. He has done some history search to determine what or where the origin of the saying came from; we all were of the perception that it was a citation from the famous theologian, N.F.S. Grundtvig, who was so influential in setting the “folk-internal gyroscope for thinking and behavior of the Danes.”

Yet, it was traced to a gymnastic leadership institute around the late 1800th (most likely 1889) – and the saying is, “If you want to light (a flame), you shall burn.” Its implication is, that if you want to turn on the internal flame / initiative, you need to set your entire being on fire (mentally/emotionally). Those words clearly indicate the seriousness and diligence that the movement had on the gymnastic movement.

The young students were thus admonished to view the ideals of this saying for the present and for the future. It was clearly anticipated that the “whole being” or the “complete human” would strive towards greater self-actualization and involvement. The striving alone would embolden the human beings’ grandeur and nobility mark.

Furthermore, according to Grundtvig, “it is life or death; light or darkness.” The person who does not see his life’s work / worth in the idealistic light, will lose direction, and miss the sense of orienting oneself, thus end up without a healthy attitude. The right attitude is an expression of the inner attitude having penetrated to the exterior. Or – to say it differently, as the co-founder of the gymnastics movement had it embossed above the entrance to his gymnastic institute: “Straighten your back. And speak the truth.”

(And that saying became one of my Dad’s sayings as he reared his children and the teenage children of the many parents who entrusted their offspring to his strong leadership format, which worked then, yet would not work on “snowflakes” today).

Interestingly enough, as they are tracing back the origins of the greater push for gymnastics for the younger men, it sprang out of the crushing physical- and mental-loss from the war between Denmark and Germany, where Germany “moved” the border way north and captured the area known as Schleswig-Holstein. The gymnastic movement joined forces with The Danish Rifle Association and thus strongly encouraged the youth to learn about shooting and gymnastics.

Even as late as in the 1960th and 70th there were during the winter months group floor gymnastics for the young men on the farms in their local areas. I thus attended gymnastics from the time I as a 15-year-old, starting as a hired hand on a farm within bicycling distance of my home, to the years as farm foreman in various parts of Denmark, and during the years in Copenhagen, where we had our own gymnastic club for many of the rural students at the Royal Danish Agricultural University.

While getting a chest x-ray the other day, I was asked by the technician to face the moveable back-drop for the x-ray picture and to hug it tightly to assure a good image. Once we finished that shot, before going to the side view, I made an observation to her:

“For the last more than nine months, I have been missing giving good hugs due to Covid, yet the ‘tight hug’ I just experienced, did not meet my bent-up needs for a meaningful hug, despite the close relationship with the steel frame and glass plate.”

LEAVES OF GOLD

When looking for topics to share from out of this book filled with Leaves of Gold, I was intrigued by the one listed as “Trifles.”

TRIFLES

Sometimes when I consider what tremendous consequences come from little things – a chance word, a tap on the shoulder, or a penny dropped on a newsstand – I am tempted to think ... there are no little things.

WASTE

“Do not waste five-dollar time on a five-cent job.” *John T. Faris*

THE KEY

Study the big problems all the time, but never to skip a small task, for one of the simple duties may hold the key to the biggest problem. *John T. Faris*

TO KILL TIME

To kill time is, by definition, to murder it.

INDEPENDENCE

It is a miserable thing to live a life of suspense; it is the life of a spider. *Swift*

AFTER ALL

It's a great country but you can't live in it for nothing. *Will Rogers*

DOST THOU LOVE LIFE?

Dost thou love life, then do not squander time, for that is the stuff life is made of. *Franklin*

KEY DATES / EVENTS till we meet again on these pages.

With our very diverse interests and ideals anyone of these days or events might be yours. Enjoy it and celebrate it.



April Fool's Day



St. Patrick's Day



Easter Celebration Days



And soon to be upon us all: Tax Day (filing-deadline) – Note, it has been pushed back to May 17th , I believe.