

American Society of Agricultural Consultants

ASAC

Consulting Excellence to Agriculture – Worldwide

Communique



BOD NOTES for May 18, 2021

Meetings Committee—Kyle Walker, Chair: Kyle was unavailable for the meeting, but relayed information that information from the various presenters was being sought in order to complete the Conference Agenda for distribution and promotion. As noted last month, the venue for ASAC’s 2021 Annual Conference has been chosen – The Hilton-Garden Inn in Nashville, TN. The majority of the presentation agenda /presenters (some exciting names) has been developed; Keith Dickinson is researching tour possibilities. If you haven’t already, mark your calendars for November 7-9; plan to start earlier or stay later to enjoy the historical and entertainment venues of Music City, USA. Paige Gilligan’s Marketing and Promo Committee has already submitted “Save The Date” posts on various social media platforms.

Bylaws Committee—Pete Weisenberger, Chair: ASAC’s Bylaws are being reviewed for relevancy to ASAC’s current environment and operations. Changes in membership classifications (thought to have been made previously, but apparently not reflected in the most recent version) have been made for review. These and other proposed edits will be submitted for Board approval by the next BOD meeting. Any Board-approved proposed changes will be voted on by the full membership at the upcoming Annual Conference.

Nominating Committee—Mick Lewis, Chair: Initial work has begun on the Slate of Officers / Directors to be recommended to the Board for approval before broadcast to the general membership for vote prior to the Annual Conference in November.

Education Committee—Russell Morgan, Chair: A lightly-attended, but successful initial ASAC-hosted webinar was held in May. Non-attendees missed an opportunity to learn how clients may monetize recreational resources without undue management and labor overhead. While the opportunity to interact live was missed, members can still learn about this topic. The Marketing and Promo Committee plans to edit the recorded session and upload to ASAC’s YouTube channel – to be available On-Demand. A new initiative – round table discussions appropriately named “ASAC Shop Talk Series” will begin in June. The initial session is scheduled for Tuesday, June 1. Promotional emails will be (by now have been) sent to all ASAC members providing information.

ASAC Leadership

President

Ethan Robertson

Vice President

Kyle Walker, CAC

Sec-Treasurer

Pete Weisenberger

Chief Financial Officer

Russell Morgan, CAC

Immediate Past President

Mick Lewis, CAC

Eastern Director

Joanna Lidback, CAC

Western Director

Ron Rabou

Northern Director

Steve McWilliams

Southern Director

Keith Dickinson, ACA

Executive Vice President

Amy Keith-McDonald

Communique Team

Ib (in Memorium of immense past contributions) and Patricia Hagsten

Ethics & Grievance Committee—Ken Hilton, Chair: Ken was unavailable for the meeting but relayed that the committee is reviewing the ethics presentation (methodology and framework) for the Annual Conference. Further details will be presented in the coming months.

Marketing/Promotion Committee—Paige Gilligan, Chair: Paige presented metrics related to ASAC traffic and social media activity effectiveness. It appears ASAC's marketing efforts are gaining effectiveness. Additionally, the ASAC website's Blog Post portal has been revised and updated. Be sure to visit and peruse the blog posts for informative submissions by ASAC members and others. The new ASAC marketing brochure – a two-page document, in PDF format is available to ASAC members for download and use in their practice. The committee recommended is looking for testimonials from members / member's clients – please contact & provide to marketing@agconsultants.org . The committee will explore developing short 30-second videos of members explaining why they joined ASAC. The committee requested and the BOD approved extending a relationship with a social media marketing firm until November, to be re-evaluated at that time.

There was discussion on the future of the Communique – no changes are planned currently. It will be difficult to match lb's nuggets of insights, but an attempt will be made.

The committee encourages ASAC members to visit, engage and "follow" ASAC via Facebook, Twitter, Instagram and LinkedIn.

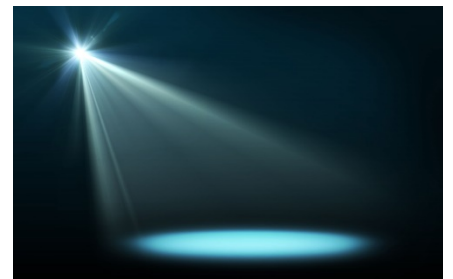
Strategic Alliance Committee—Norm Brown, Chair: Norm was unable to attend the meeting, but Paige offered information in his stead that Norm had forwarded. The Strategic Alliance Committee is waiting on some materials to be developed by the EVP. The social media marketing firm will be connecting with Ag Lenders via LinkedIn. A flyer that has been in development is awaiting completion by the EVP – targeting Ag Lenders. Discussions with AgVisor Pro (<https://agvisorpro.com/>) are ongoing – perhaps reciprocal landing pages on websites.

Finance Committee—Keith Raynor, Chair: Russell Morgan, CFO presented ASAC's financial report for March, 2021 orally – a full, written report will be provided to the BOD later. Highlights of the April Financial Report: There was minimal financial activity in April. ASAC's current equity position is very similar to April, 2020.

EVP-Amy Keith-McDonald:.Amy submitted an oral EVP report to the Board of Directors.

ASAC Member Spotlight

ASAC Member Spotlight We apologize, but there will be a one-month skip of spotlighting an ASAC member as we transition Communique responsibilities from lb's capable hands. We hope to re-initiate this feature next month.



Ib's Insightful Introspections

It will be impossible to replicate / replace Ib's wit and down-to-earth observations. In a meager attempt, we offer these:

“In three words I can sum up everything I've learned about life: it goes on.”

-Robert Frost

“Be the change that you wish to see in the world.”

“Live as if you were to die tomorrow. Learn as if you were to live forever.”

-Mahatma Gandhi

I have not yet failed. I've just found 10,000 ways that won't work.

-Thomas A Edison



Special Day to Celebrate Until We Meet Again

Memorial Day (Decoration Day)

Memorial Day, originally called Decoration Day, is a day of remembrance for those who have died in service of the United States of America. It's difficult to prove the origins of this day as over two dozen towns and cities lay claim to be the birthplace. In May 1966, President Lyndon Johnson stepped in and officially declared Waterloo N.Y. the birthplace of Memorial Day.

Regardless of the location of origins or the exact date, one thing is crystal clear – Memorial Day was borne out of the Civil War (which ended in 1865) and a desire to honor our dead. On the 5th of May in 1868, General John Logan who was the national commander of the Grand Army of the Republic, officially proclaimed it in his General Order No. 11.

Part of the history of Memorial Day will show that in the Order, the General proclaimed, “The 30th of May, 1868, is designated for the purpose of strewing with flowers, or otherwise decorating the graves of comrades who died in defense of their country during the late rebellion, and whose bodies now lie in almost every city, village and hamlet churchyard in the land.” Because the day wasn't the anniversary of any particular battle, the General called it, The date of Decoration Day.

On the first Decoration Day, 5,000 participants decorated the graves of 20,000 Union and Confederate soldiers buried at Arlington Cemetery while General James Garfield made a historic speech.

New York was the first state to officially recognize the holiday in 1873. It was recognized by all northern states by 1890. Differently, the South refused to acknowledge the day and honored their dead on separate days. This went on until after World War I when the holiday changed from honoring just those who died fighting in the Civil War to honoring Americans who died fighting in any war.

With the Congressional passage of the National Holiday Act of 1971 (P.L. 90 – 363), it is now observed on the last Monday in May by almost every state.

This helped ensure a three-day weekend (Memorial Day Weekend) for Federal holidays. In addition, several southern states have an additional separate day for honoring the Confederate war dead: January 19th in Texas; April 26th in Alabama, Florida, Georgia, and Mississippi; May 10th in South Carolina; and June 3rd (Jefferson Davis' birthday) in Louisiana and Tennessee.

History of Memorial Day: Red Poppies

In 1915, inspired by the poem “In Flanders Fields,” Moina Michael replied with her own poem:

We cherish too, the Poppy red That grows on fields where valor led, It seems to signal to the skies That blood of heroes never dies.

She then conceived of an idea to wear red poppies on Memorial Day in honor of those who died serving the nation during war. She was the first to wear one, and sold poppies to her friends and co-workers with the money going to benefit servicemen in need. See more on the significance of the Red Poppy.

Later a Madam Guerin from France was visiting the United States and learned of this new custom started by Ms. Michael. When she returned to France she made artificial red poppies to raise money for war orphaned children and widowed women. This tradition spread to other countries. In 1921, the Franco-American Children's League sold poppies nationally to benefit war orphans of France and Belgium. The League disbanded a year later and Madam Guerin approached the VFW for help.

Shortly before Memorial Day in 1922 the VFW became the first veterans' organization to nationally sell poppies. Two years later their "Buddy" Poppy program was selling artificial poppies made by disabled veterans. In 1948 the US Post Office honored Ms. Michael for her role in founding the National Poppy movement by issuing a red 3 cent postage stamp with her likeness on it.

National Moment of Remembrance

Memorial day history couldn't be complete without the birth of the the "National Moment of Remembrance", which was a resolution passed on Dec 2000 which asks that at 3 p.m. local time, for all Americans "To voluntarily and informally observe in their own way a Moment of remembrance and respect, pausing from whatever they are doing for a moment of silence or listening to 'Taps.'"

And remember:

